

MODERN PACKAGING



SEPT 1935

SMART PACKAGING IS THE
Breath of Life
TO NEW PRODUCTS

HERE LIE

THE REMAINS OF
GOOD PRODUCTS
which might have
lived & prospered, had
they the advantage
of sales-compelling
packaging.
Their early demise
provides an obvious
moral

FINAL CLOSE-OUT

BROOKS & PORTER, Inc.
CREATIVE STYLISTS AND
MANUFACTURERS OF
FOLDING CARTONS, COUNTER
AND WINDOW DISPLAYS
304 HUDSON STREET, NEW YORK

WINNERS

PACKAGE CONTEST

Five awards were made to users of Phoenix Metal Caps at the Third Annual Pacific Coast Packaging Exhibit and Contest held at San Diego, California, in conjunction with the convention of the Pacific Advertising Clubs Association.

Cosmetics, Inc., Los Angeles, California. Trophy for family group, Luminous of Hollywood Cosmetics.

Castilian Products Co., Hollywood, California. Trophy for display, Hollywood Girl Cosmetics.

Angelus Shoe Polish Co., Los Angeles, California. Honorable Mention for display, Angelus Shoe Dressings.

Coffin-Redington Co., San Francisco, California. Honorable Mention for family group, Coreco Drugs.

L. B. Laboratories, Inc., Los Angeles, California. Honorable Mention for carton, Norsman Liniment.

During the past four years nineteen separate awards have been made to users of Phoenix Metal Caps at various packaging contests. Eight awards were made this year.

Other package contest winners which have been sealed with Phoenix Metal Caps: O-Cedar Wax Cream, Campana's Italian Balm, Orlis Antiseptic, Hess Witch Hazel Cream, St. Denis Bath Crystals, Watkins Polish, Norwich Aspirin, Tea Garden Preserves, Purola After-Shave Luxury, Chevy Chase Lime Mix, Rux-tone Products and Cedarhurst Gin.



PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN

SEPTEMBER, 1935

MODERN PACKAGING

SEPTEMBER 1935 VOLUME 9 NUMBER 1

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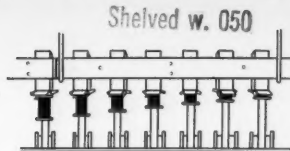
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**RUGGED
CONSTRUCTION**



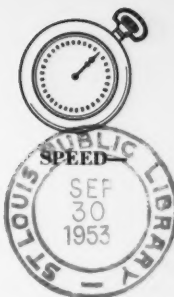
**BALANCED
DESIGN**



**CONTINUOUS
LOADING**

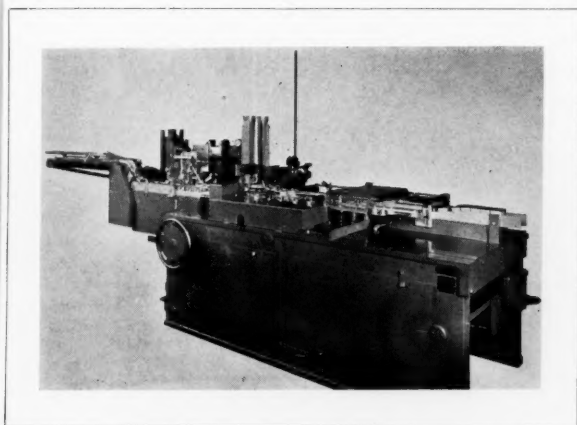


**EMPTY CARTON
STOPPER**



REDINGTONS Replace Hand Cartoning—Save \$12,000 Yearly

for DR. LYON'S TOOTH POWDER



THIS REDINGTON Continuous Loading Cartoning Machine is adjustable, handling both the 35c and 50c size Dr. Lyon's Tooth Powder. Another Redington in the R. L. Watkins Co. plant handles the 10c size only.

HERE is the story behind this amazing economy.

Climbing sales of Dr. Lyon's Tooth Powder made hand cartoning too slow and costly for the R. L. Watkins Co. The latest high speed automatic cartoning machines was the only way. But which one? Every type was thoroughly investigated—and two new REDINGTON Continuous Loading Cartoning Machines were picked.

Watkins officials liked the rugged construction and balanced design enabling Redingtons to stand up under high speed. They liked the continuous loading feature which adds years of efficient life. The empty carton stopper, preventing the feeding of cartons into empty pockets. Most of all, the remarkably high speed of 150 per min. on the 10c size and 125 per min. on the 35c and 50c sizes, effecting labor savings averaging \$12,000 yearly for the R. L. Watkins Co.

Redingtons can help you do an equally good job, whether your product be bottles, jars, collapsible tubes, soap, razor blades or anything else placed in cartons. Why delay? Investigate now—entirely without obligation.

F. B. REDINGTON CO. (Est. 1897)

110-112 So. Sangamon St., Chicago, Ill.



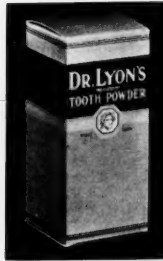
**CORRUGATED
PROTECTOR**

On all three sizes a corrugated protector is placed around each can.



**CIRCULAR
ENCLOSED**

A 9 x 6 circular is then folded and placed over the top of each can.



**REVERSE
TUCK**

The can, circular and protector are gently eased into the reverse tuck carton and the flaps tucked in.

REDINGTON

Continuous Loading
CARTONING MACHINES

*Also Cellophane Wrapping, Carton Sealing
and Special Packaging Machines*

IF IT'S PACKAGING  TRY REDINGTON FIRST

•
**THOUSANDS UPON
 THOUSANDS
 Of One High Quality**



THAT'S why it pays to standardize on RIDGELO for cartons. Results can be depended upon. Results that are the finest!

Every effort is made to keep RIDGELO uniform. Thus it prints easily, folds nicely, handles efficiently in automatic machines. Have your boxmaker run a trial on RIDGELO and compare!

Ridgelo
CLAY COATED

FOLDING BOXBOARD

"The Best Known Name in Boxboard"

**MADE AT RIDGEFIELD, N. J.
 BY LOWE PAPER COMPANY**

REPRESENTATIVES:

W. P. BENNETT & SON, TORONTO—A. E. KELLOGG, ST. LOUIS
 MAC SIM BAR PAPER CO., CHICAGO

PACIFIC COAST DISTRIBUTORS:

BLAKE, MOFFITT & TOWNE
 ZELLERBACH PAPER CO.



re on
in be
finest!
GELO
icely,
nines.
GELO

TORS:
IE

BRILLIANCE

KELLER-DORIAN STAIN-
LESS METAL FOILS have
been approved by FOXON
for embossed labels for pack-
ages that are "going places."

STAINLESS METAL FOILS

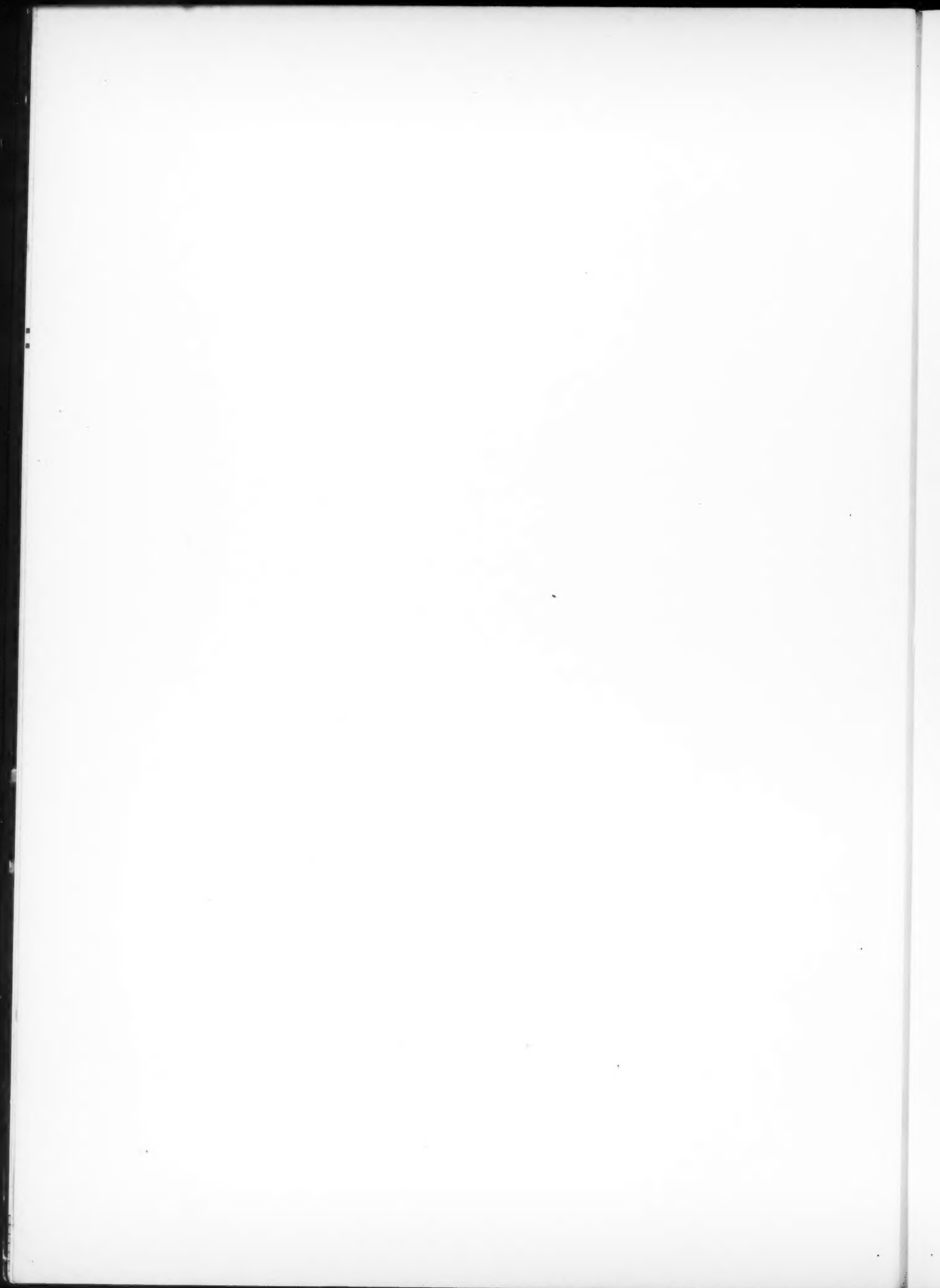
are produced with the skill
of a master craftsman and the
precision of a modern machine.

See our new *Stainless Foil Catalog*

KELLER-DORIAN CO., INC.

390 FOURTH AVE.
NEW YORK CITY

Printed by
FOXON COMPANY
Providence, Rhode Island

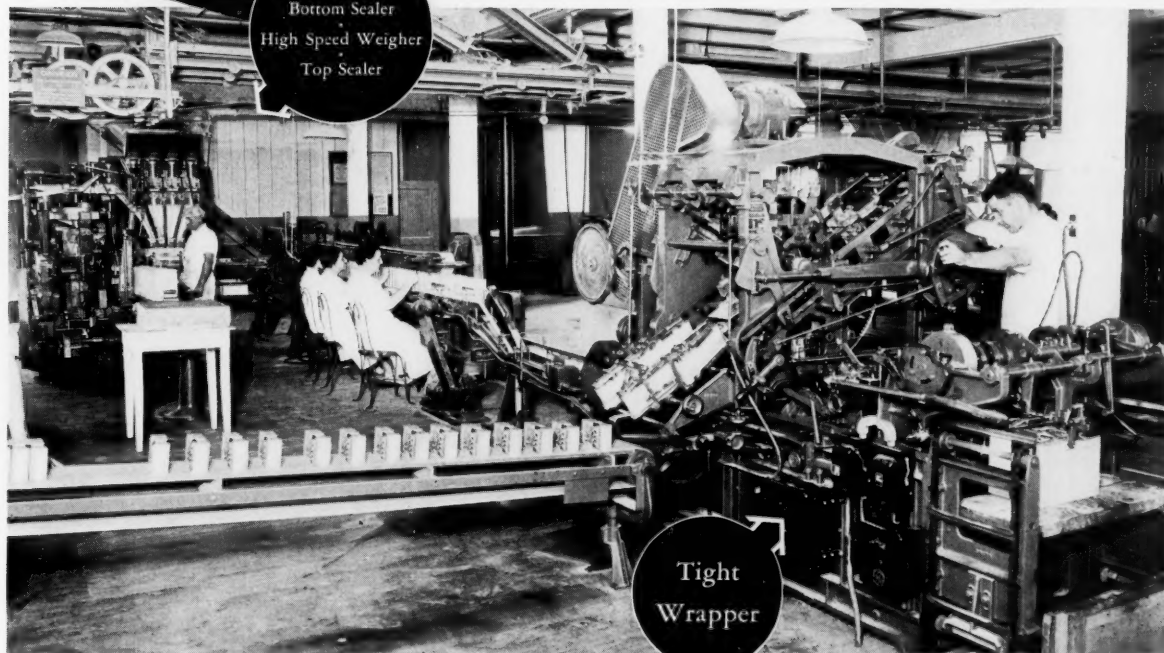




Worcester

KEEPS ITS PRODUCTION FLOWING
AS SMOOTHLY AS ITS SALT—

Carton Feeder
Bottom Sealer
High Speed Weigher
Top Sealer



Tight
Wrapper

WITH A COMPLETE PNEUMATIC LINE

Worcester Salt Co., like any other manufacturer contemplating the installation of packaging equipment, wanted a set-up which would give them adequate output and smooth flowing production, at the lowest possible cost per container. Their selection, after complete consideration and study of all possibilities, was an "all Pneumatic" line, including Carton Feeder, Bottom Sealer, High Speed Weigher, Top Sealer and Tight Wrapper.

Pneumatic's ability to furnish complete packaging installations is a distinct advantage to any manufacturer. Each individual Pneumatic machine is designed to hook-up perfectly with other Pneumatic machines to form a

coordinated unit. Smoother operation is the result. The responsibility that the entire line will produce specified performance thus rests at one source. Servicing is also greatly simplified and facilitated. These factors, together with the recognized mechanical superiority and greater dependability of Pneumatic machines, produce ideal operating conditions which inevitably result in "lower cost per container."

Planning of installations is part of our service. It costs you nothing to have our engineers recommend for your needs. The benefit of their wide and specialized experience is yours for the asking. Just write.

PNEUMATIC SCALE

Packaging Machinery

LOWER
COST per
Container

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)

Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Ave.; San Francisco, 330 Market Street; Los Angeles, 443 South San Pedro St.; Melbourne, Victoria; Sydney, N.S.W. and No. 41 Whitehall, London, S. W. 1

SEPTEMBER, 1935

5

the
PHOTOGRAPHER
illustrates
WHAT WE MEAN
BY
"THREE POINT"
PRESS

With a pair of hands in different poses, the photographer seeks to convey to you—by analogy—the three qualities of printing excellence which Kidder builds into its presses—those qualities which can make your own printing better, more profitable and more sales-worthy. They are the reasons why 90% of all wax bread wrappers, 60% of all vegetable parchment and 20% of all transparent cellulose are printed on "Three Point" Presses.

Somewhere on these two pages there must be a picture or statement which generates a line of thought in your mind. So—what can Kidder do to further that idea? More information, bulletins, a personal call by a Kidder engineer? Let Kidder's engineering imagination go to work for you—there's no obligation. Address the branch office nearest you.

U.P.M.-KIDDER PRESS
COMPANY *Incorporated*

PRINTING



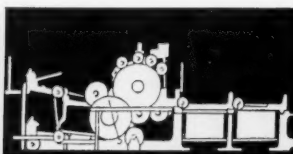
MACHINERY

DOVER, N. H. NEW YORK CHICAGO TORONTO



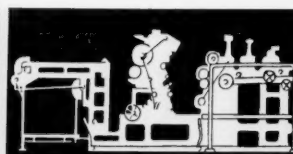
CHAPMAN NEUTRALIZER

— REDUCES OFFSET, SLIP-SHEETING. WRITE FOR THIS BULLETIN.



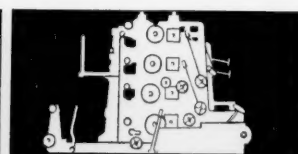
1 AND 2 SHEET ROTARIES

— FOR PUBLICATIONS, BOOKS AND CATALOGS.



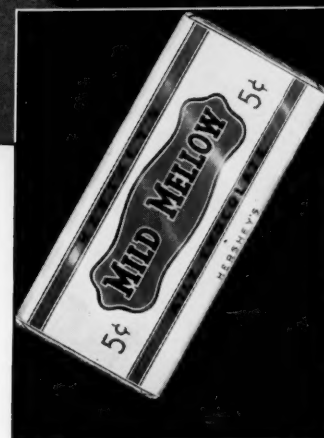
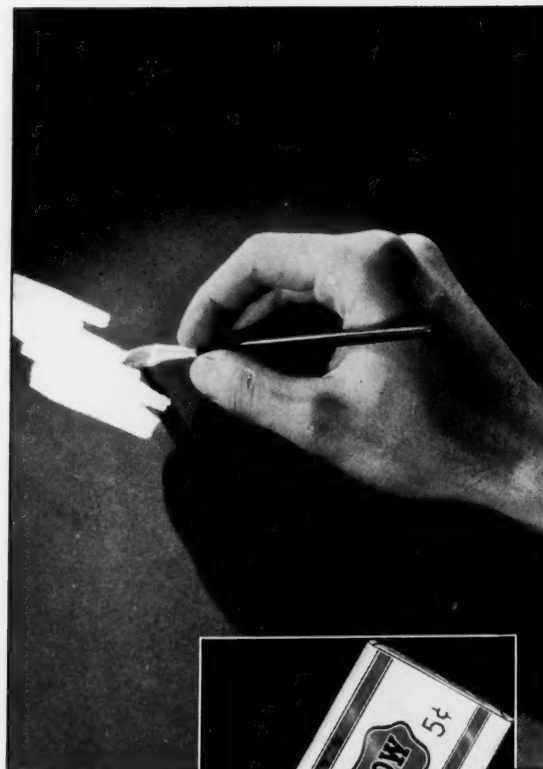
ALL-SIZE ROTARIES

— 1 TO 6 COLORS ON FOIL, OPAQUE PAPERS, CELLULOSE WRAPPERS, AND LABELS.



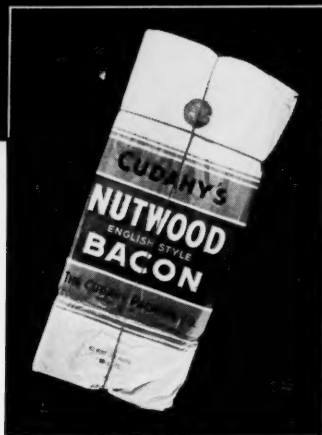
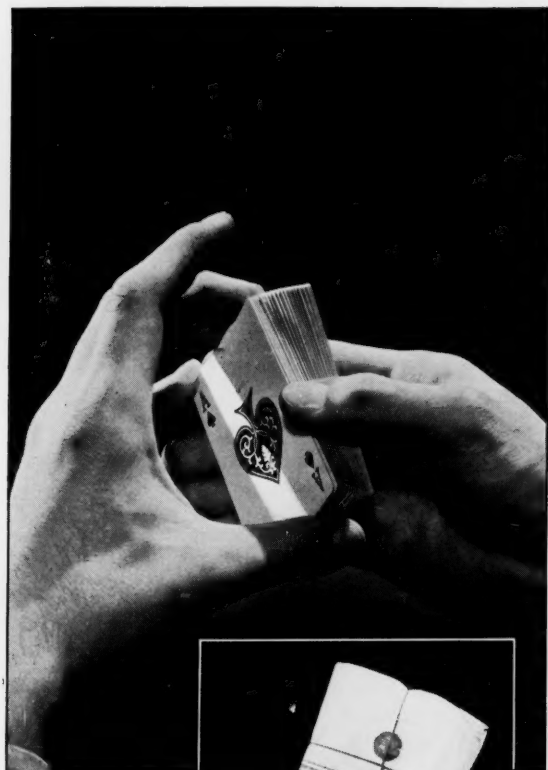
MULTI-COLOR WEB PRESSES

(STACK TYPE) — FOR BREAD WRAPS, FANCY PAPERS, 1 TO 5 COLORS.



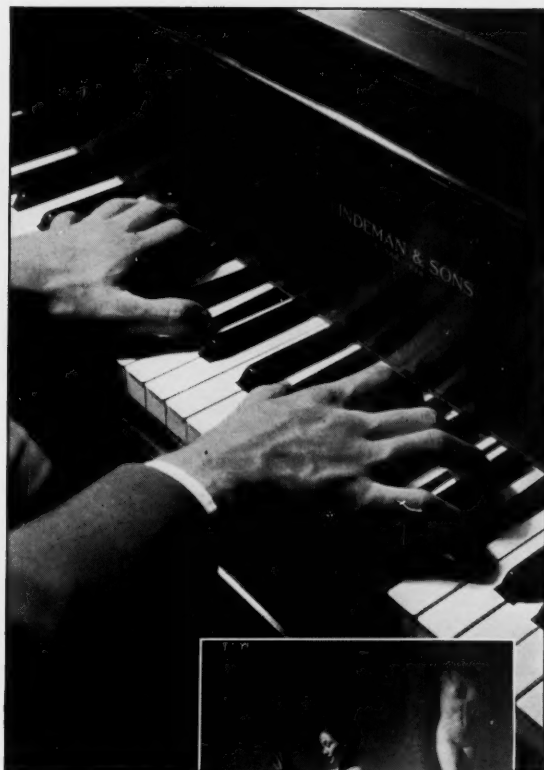
PROPER DISTRIBUTION OF INK

The delicate colors on the Hershey "Mild and Mellow" bar wrap are achieved by a method of ink distribution, the regulation of which is easily controlled through a patented form roller setting device which eliminates roller gages and bumping. (Reproduction of this wrap is made through courtesy of the Hershey Chocolate Corporation.)



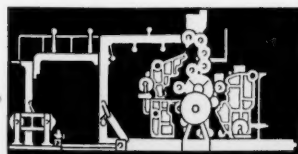
CONTROL OVER THE PAPER

No need to hold the horses when the Kidder Press takes the burden of register off the pressman's shoulders, once the press is under way. Cudahy Bacon wraps are printed on a "Three Point" Press which feeds from a roll, cuts off sheets to any desired length, prints up to six colors and delivers 5000 to 6000 sheets per hour!



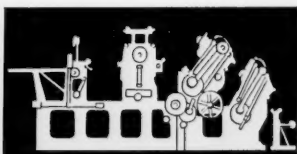
ACCURACY OF THE IMPRESSION

Tonal values, deep blacks to high-lights, are the result of accuracy of the impression. Above is an example of the one-color printing produced on Kidder Rotaries for Condé Nast. Reproduction of the photograph shown appeared in VOGUE.



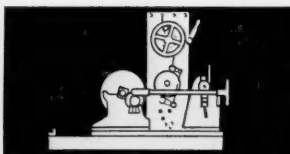
MULTI-COLOR WEB PRESSES

(ARC TYPE) — FOR BREAD WRAPS, FANCY PAPERS, 1 TO 5 COLORS.



BED AND PLATEN PRESSES

— TICKETS, LABELS, BOXES, CARTONS.



SLITTERS AND REWINDERS

— HIGH SPEED WITHOUT INTERWEAVING.



GOLDEN ARROW BRONZER

— AND U.P.M. — KIDDER CYLINDER BRONZERS DESCRIBED IN THIS BULLETIN.

A GOOD MAN TO KNOW



IT might seem impertinent to suggest that you could learn about the packaging of your own products from an Anchor-Capstan representative. But he is a different type of man than the usual salesman. Trained in practical packaging, he brings to you an experience we believe to be without duplication anywhere. He knows all kinds of processing methods. He knows production and transportation difficulties. He knows the problems of display and merchandising. He knows costs. And he knows these things not in theory or out of some book or manual but through

every-day contact with hundreds of different kinds of packaging problems in a tremendous variety of businesses.

The very diversity of the products and businesses he deals with is of value to you. For he can and does bring a clear-cut picture of packaging methods, some similar to yours, others far removed, but all of interest and possible application. Anchor-Capstan representatives have won fame for their ability to roll up their sleeves and solve perplexing problems on the spot. Some of them have won acclaim for pioneering work in advancing the processing and packaging of a number of products.

In addition, these men perform the more usual services of sales representatives . . . getting in personal contact whenever you want them, consultation on specifications, follow-up of delivery dates—in short, a responsible agent with whom you can deal with confidence.

★ ★ ★

Throughout this country and in Canada the corps of Anchor-

ANCHOR-CAPSTAN
★ GLASS CONTAINERS ★ CLOSURES
★ SEALING EQUIPMENT
★ RESEARCH ★ PACKAGE DESIGN
5 STAR SERVICE

Capstan representatives stand ready to serve you, each of our branch offices being completely staffed with qualified men, veterans of many a packaging campaign. Back of each man and each office is one of the finest groups of chemists and engineers in the industry. Almost daily these men are called upon to help on some simple or complex packaging difficulty. In our laboratories, production and processing methods are duplicated and solutions worked out under actual working conditions. Our Research and Engineering Departments and our Package Design Service, all our combined facilities and services, are likewise at your disposal. We are prepared to suggest styles of containers, types of closures, appropriate decorations, a complete package design if you desire.

If you will write us, we will be glad to have the Anchor-Capstan representative in your territory call on you. He is a good man to know. Either now or in the future he may be of some real service to you.

ANCHOR CAP & CLOSURE CORPORATION
LONG ISLAND CITY, N. Y.



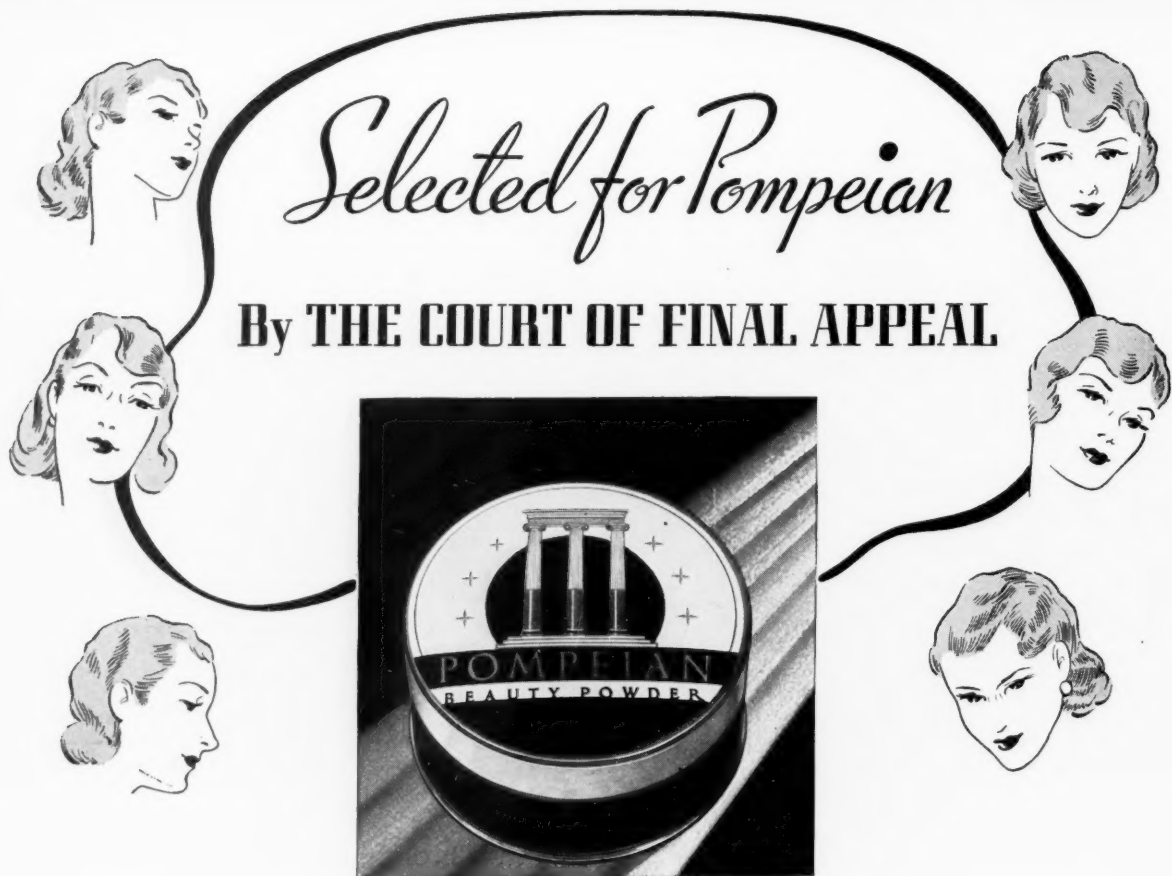
CAPSTAN GLASS COMPANY
CONNELLSVILLE, PA.



SALEM GLASS WORKS
SALEM, N. J.

ANCHOR-CAPSTAN





This PACKAGE BY RITCHIE

Say what you want—when you sell to consumers there is only one opinion that counts...and that's THEIR'S.

The Pompeian Company had a great new line of cosmetics. They had an old established name. They wanted a package that would do justice to both. More . . . they wanted one that would prompt the customer to BUY.

They called for suggestions. Over a score of packages were submitted, including the one by Ritchie shown above. Then Pompeian went to the "court of final appeal," to the women themselves—hundreds of them—actual consumers of cosmetic products.

Pompeian showed these women the packages that had been submitted. "Which," they asked, "is the most attractive and appealing? Which would you be most likely to buy?"

The verdict was quick, clear and decisive. *OVER 90% chose the package by Ritchie!*

It's this ability to appeal to actual consumers, to reason in terms of the purchaser, that makes the work of Ritchie designers so helpful. Can they help *you* in this way? Their services are available to established manufacturers without cost or obligation.

Write for PACKAGES THAT SELL, a review of what's new and practical in package styling. It's free.

★ **W. C. RITCHIE and COMPANY, 8849 BALTIMORE AVE., CHICAGO** ★

NEW YORK • DETROIT • MINNEAPOLIS • ST. PAUL • LOS ANGELES • MILWAUKEE • ST. LOUIS • FT. WAYNE

EYE • APPEAL IS SALES • APPEAL

In this day of strenuous counter-top, show-room, and shelf competition, a product must possess extraordinary "eye appeal" if it is to win the preference that results in substantial sales volume. Most products are bought by people who do not pretend to measure them by technical standards. No matter how useful a product may be, an additional factor is required to compel attention and interest. That factor is style, or attraction, or beauty—call it what you will.

EGYPTIAN PAPER COATING LACQUER will give your product or package this vitally required "eye appeal." It is a particularly hard, durable finish for folding cartons, labels, wrappers, bags, displays, magazine covers and inserts, and for many specialty paper items which require attractiveness and protection. Lacquered paper is unaffected by moisture, alkalis, or alcoholic beverages . . . It dries almost immediately and stays dry . . . No further action results from damp or warm weather or from other sources that so materially affect certain types of paper finishes.

EGYPTIAN PAPER COATING LACQUER is formulated for application by regular roller-coating machines; such as are used to apply ordinary spirit varnish.

THE EGYPTIAN LACQUER MANUFACTURING CO.

90 West Street, New York



*A Lacquered
LABEL*

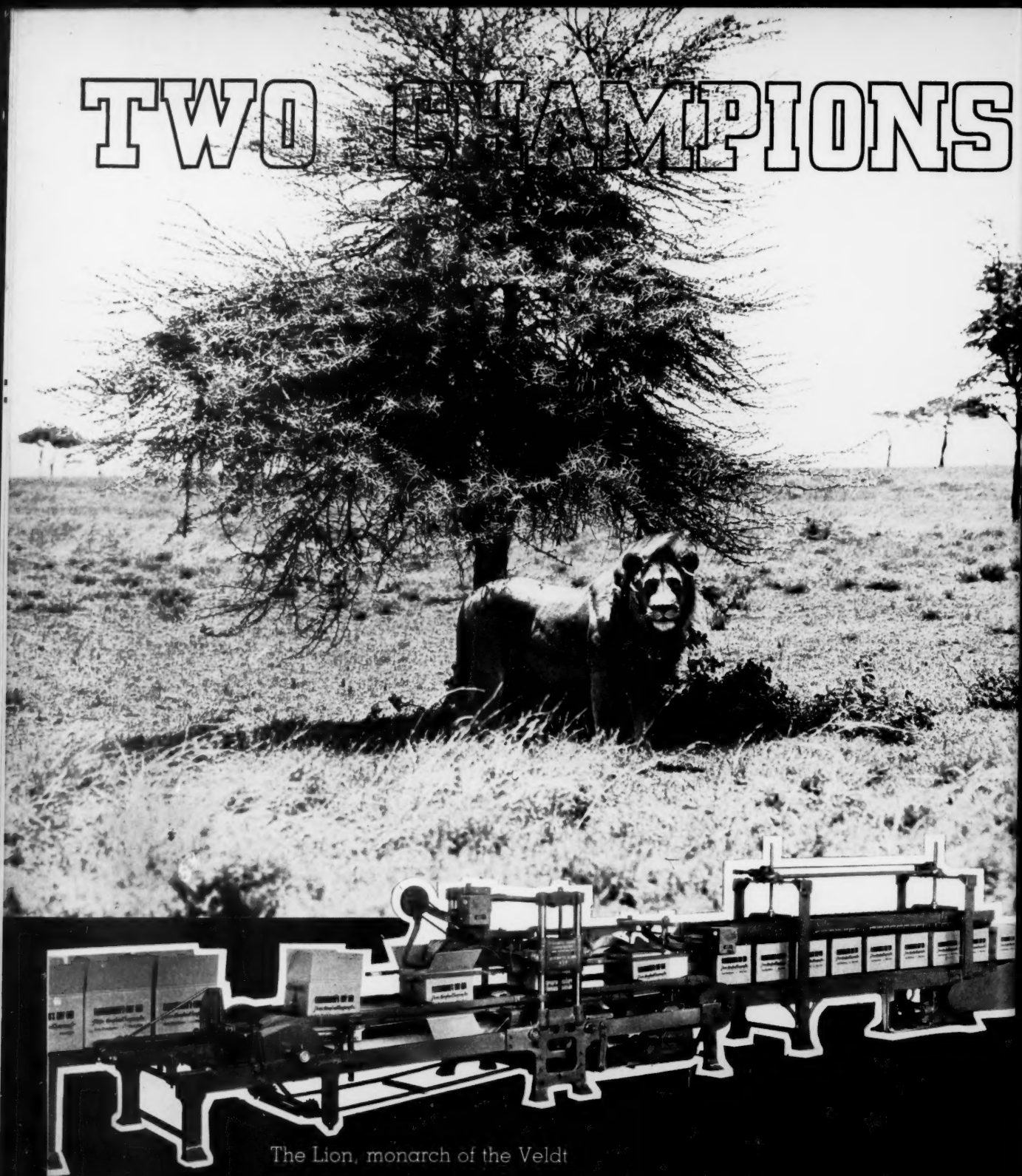


THIS LABEL IS FINISHED WITH
EGYPTIAN PAPER-COATING LACQUER



EGYPTIAN LACQUER

TWO CHAMPIONS



The Lion, monarch of the Veldt

Standard-Knapp Case Sealers; leaders in their field.

STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 33rd Street
LONG ISLAND CITY, N. Y.

208 W. Washington Street
CHICAGO

1001 Society for Sav. Bldg.
CLEVELAND

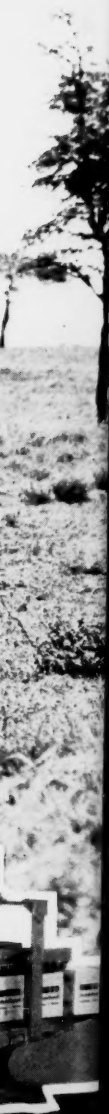
909 Western Ave.
SEATTLE

420 S. San Pedro St.
LOS ANGELES

189 Second Street
SAN FRANCISCO

Windsor House, Victoria St.
LONDON, ENGLAND

IS



WAVE REFLÉ

229-A

Here is a box paper you haven't tried because it is just out! This new development is well suited for large or small boxes and besides being most attractive, it is inexpensive. Why not write for large working sheets, which will be gladly forwarded in several different shades.

Hampden Glazed Paper & Card Co., Holyoke, Mass.

Philadelphia - New York - Chicago - Toronto - San Francisco

You could lay 10 to 1 this would happen . . .



Man buys a can of paint. Naturally, he needs a brush. He can't help seeing the illuminated *Superkleen* pilaster display. It fairly shouts "Examine *these* fine brushes!" He does. He selects the right size. Result: *Another Superkleen sale!*

Related item merchandising—"tying" your product to another so that the sale takes place in a logical sequence of events—is often possible by means of a cleverly

designed display. Of this pilaster display, the makers of *Superkleen* Brushes say, "This is the first time a *specific* line of brushes has ever been successfully tied up with the one thing that sells brushes—the paint, itself."

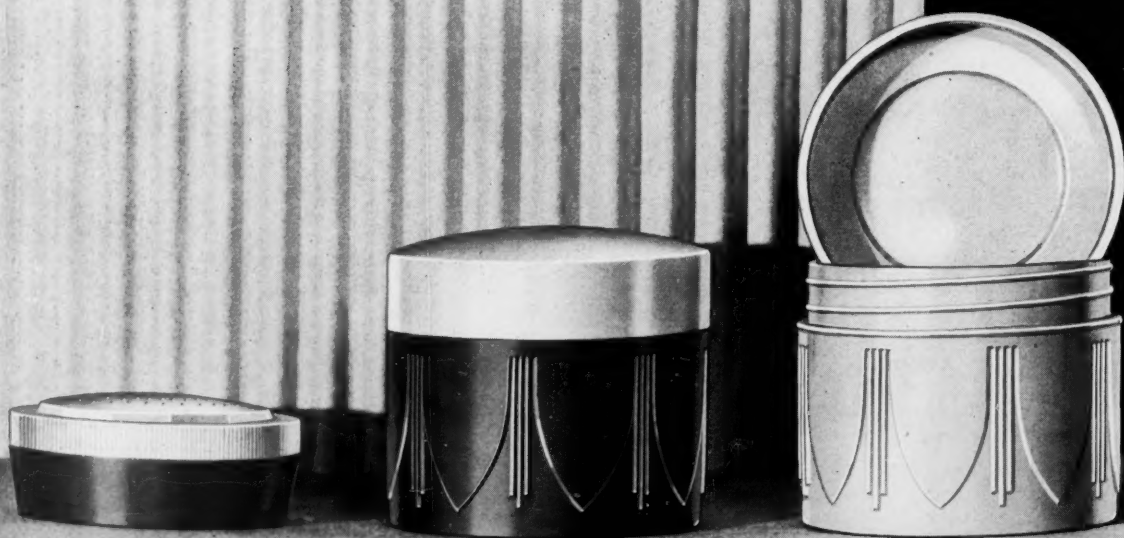
Canco men are specialists in creating merchandising pieces for products in every retail field. Why not consult our Merchandising Specialties Division about *your* product?



These paint brush pilaster-racks, made by Canco, are being supplied to dealers who carry Superkleen Brushes.

AMERICAN CAN COMPANY
MERCHANDISING SPECIALTIES DIVISION
Metal **DISPLAYS**

Molded of RESINOX



There is a Resinox molding material for every molding need. Ask your molder for detailed information, or write the Resinox Corporation, 230 Park Avenue, New York, N. Y.

ADVANTAGES OF CLAY COATED CARTONS CANNOT BE OVER-RATED!

A.C.M. clay coated cartons used at the "point of sale," a prospective customer's first actual contact with your product, will create new sales, because they are measurably better . . . in design, execution and construction.

This superiority of A.C.M. cartons and the A.C.M. clay coated board on which they are printed has long been recognized by carton users both large and small. The use of this smoother surfaced board enables us to produce brilliant printing on a durable carton of greater rigidity. Specify A.C.M. clay coated board on all carton requirements.

Printed on stock made to our specifications, under our own control, our cartons for your product can produce phenomenal sales advantages. Investigate.



Protect your product against counterfeiting. Specify our patented Counterfeit-proof board for your cartons. Complete information on request



**CARTON
MAKERS
to the
DRUG
INDUSTRY**

AMERICAN COATING MILLS INC.

CARTON DIVISION
ELKHART, INDIANA

CHICAGO
Wrigley Building

NEW YORK CITY • 22 East 40th Street

ATLANTA, GA.
William Oliver Building

**PACKOMATIC
PACKAGING
MACHINERY
IS KNOWN
ALL OVER
THE WORLD
FOR
RELIABLE
EFFICIENT
PERFORMANCE
WITH
ECONOMY
AND**

Speed

AUTOMATIC MACHINES FOR ALL PACKAGING PURPOSES

CARTON FORMING MACHINES
CARTON SEALING MACHINES
CARTON SEALING SEMI-AUTOMATIC
CARTON SEALING CONVERTIBLE
CARTON SEALING ADJUSTABLE

AUTOMATIC NET WEIGHT SCALES
AUTOMATIC GROSS WEIGHT SCALES
AUTOMATIC VOLUMETRIC FILLERS
SEMI-AUTOMATIC NET WEIGHTERS
SEMI-AUTOMATIC GROSS WEIGHTERS

CONTAINER SEALING MACHINES
CAN LABELING MACHINES
COUPON INSERTING MACHINES
AUGER PACKING MACHINES
AUGER FILLING MACHINES

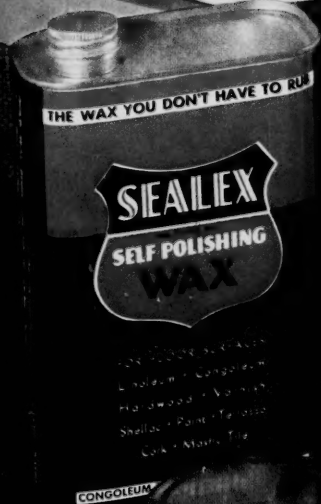
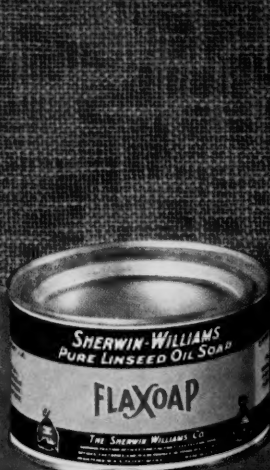
A PACKOMATIC ENGINEER WILL CALL UPON REQUEST, NO OBLIGATION

FOR FILLING—HANDLING—SEALING CARTONS—BAGS—CANS—CASES



J.L. FERGUSON COMPANY
JOLIET, ILLINOIS.
BRANCH OFFICES
NEW YORK—CHICAGO—CLEVELAND
ST LOUIS—SAN FRANCISCO

ES
NES
INES
ES
ES
CASES
NY
S.
LAN
SCO



Colorfully lithographed tin containers compel attention—signify quality—induce sales. To manufacturers who would accord their products this competitive advantage, Continental offers a complete service which includes the three basic merchandising ingredients—research, design and package development.

Continental Can Company

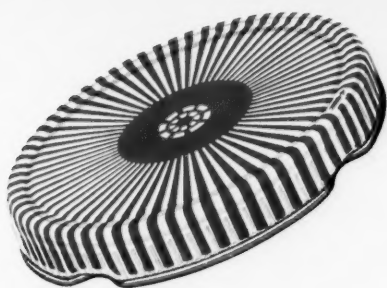
NEW YORK

CHICAGO

SAN FRANCISCO



You wouldn't cross the ocean in a Row Boat



CCS LUG CAPS

Dependable Quarter Turn Seals

WHY take a chance on caps of uncertain sealing qualities? CCS caps can always be depended on to carry your product safely through the stormy seas of competition and land it in the homes of your customers with all its original flavor and quality. Their reputation for outstanding sealing efficiency is built on the solid foundation of nearly fifty years of sealing experience.

SCREW CAPS
VACUUM CAPS

LUG CAPS
V. P. O. CAPS

CROWNS
MASON CAPS

DOUBLE SHELL CAPS
CAPPING MACHINERY

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.

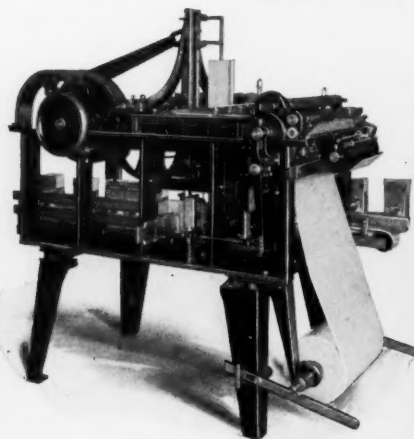
World's Largest Makers of Closures for Glass Containers

REAL NEWS—A Cellophane Liner for a Shallow Package



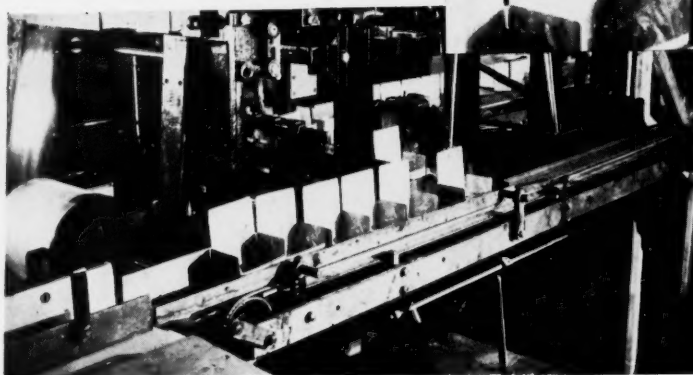
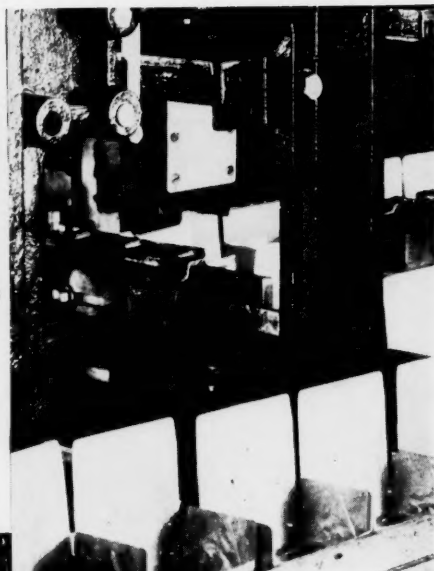
Top—the neat lining with flat bottom serving as window.

Lower—the finished package—double wrapped in Cellophane. Excellent display—strong protection for product.



NATIONAL LINING MACHINE

Formed cartons delivered from Brightwood automatic being lined with precision shaped heat sealed cellophane lining wrap. Lined cartons leaving new cellophane lining machine to be filled and weighed.



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DIVISION OF

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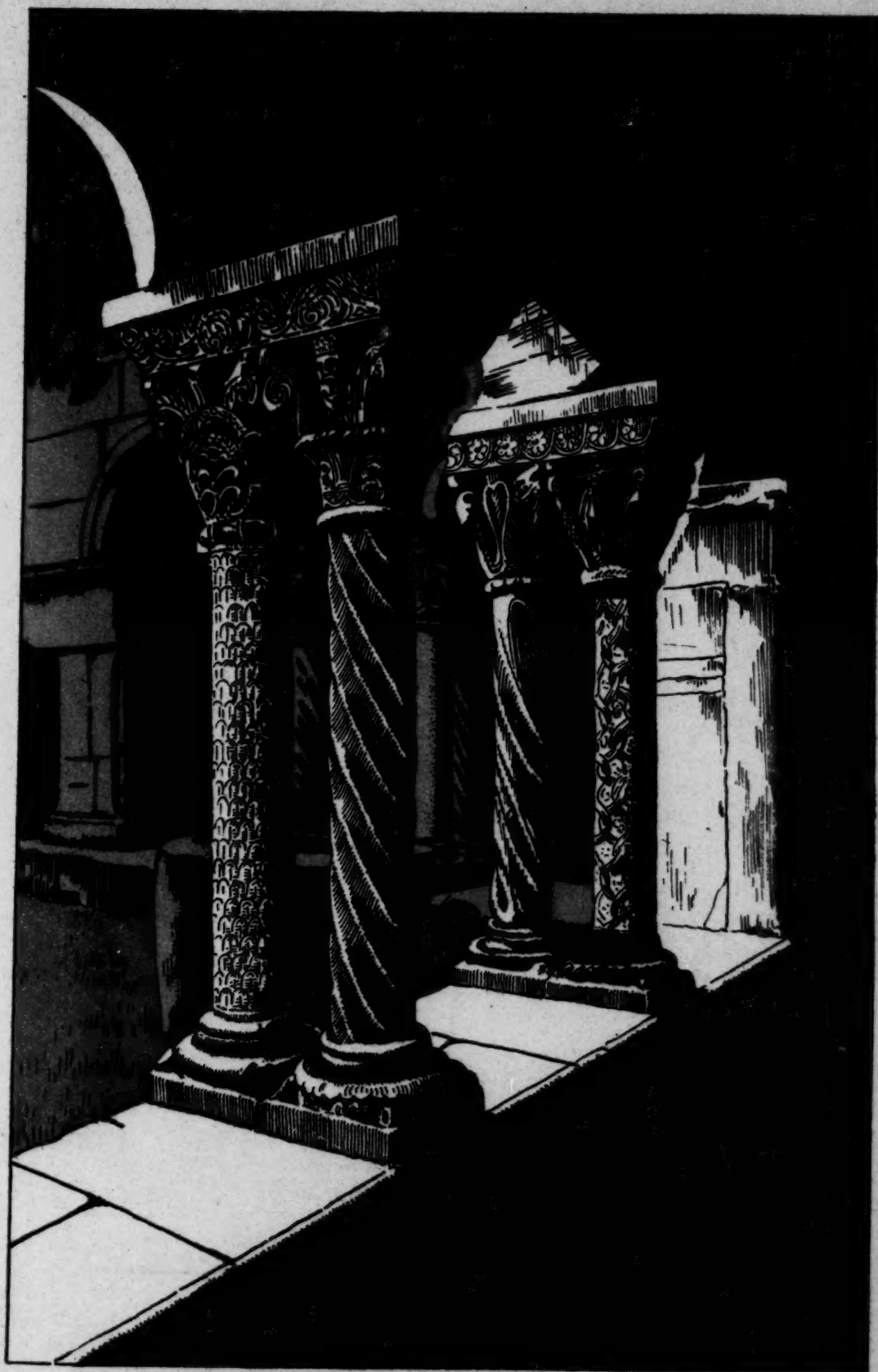
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NOTICE TO THE TRADE and users of "NATIONAL" machines and machines made by United States Automatic Box Machinery Co., Inc.—Bond Weighers, Scott Scales and Feeders, T U Transfers, Liners, Wrappers, Carton Sealers made by United States Automatic Box Machinery Co., Inc., and Cartoning Machines made by United States Automatic Box Machinery Co., Inc., bearing PACKOMATIC nameplates: When servicing and repair parts are needed, contact our home or branch offices as we always have been the only manufacturer and are now the sole manufacturer and distributor of these machines. Write for our latest folder.

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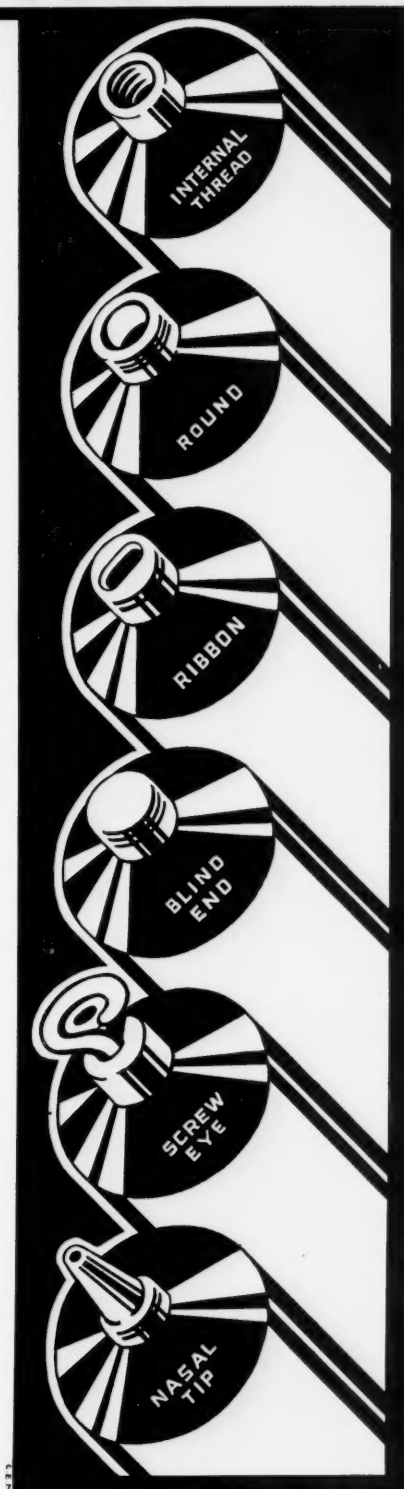
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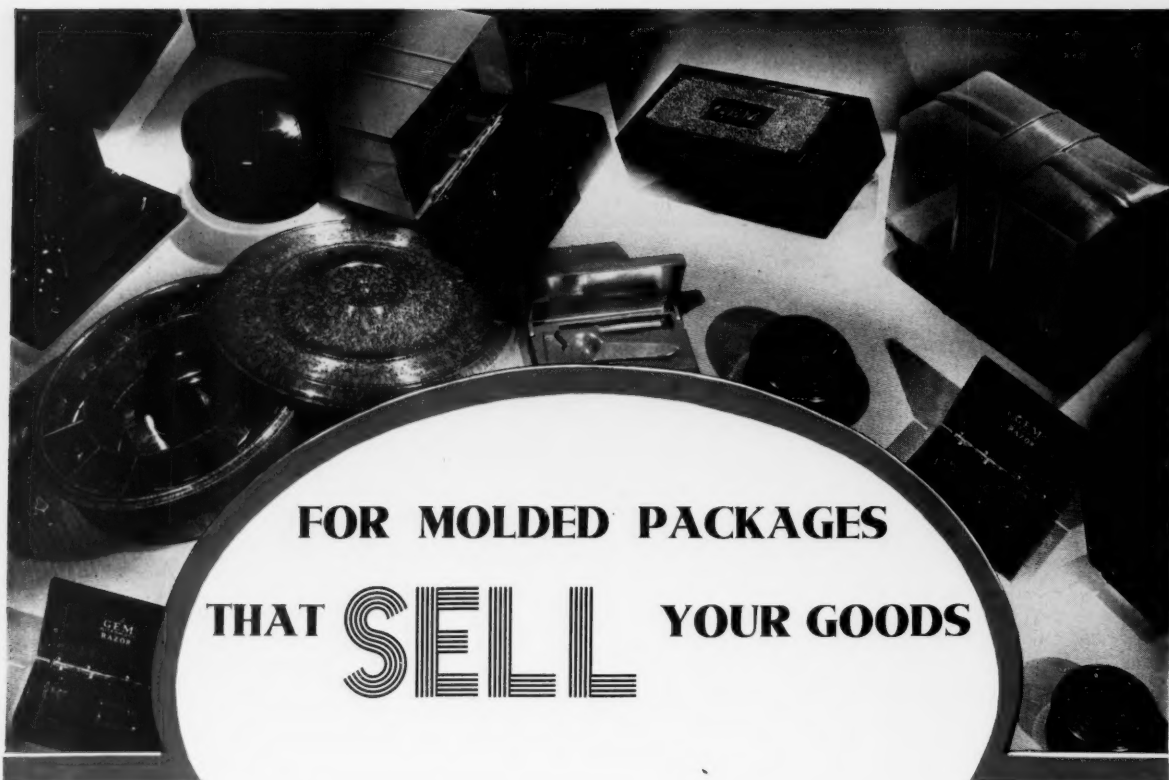
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have embodied in this beautiful box
covering paper. And we have
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Um-mm-m!

DO I KNOW WHEN THEY'RE FRESH

You bet she does.

That is one good reason Bags by Royal were selected by the Tasty Baking Company when they recently started to market Potato Chips.

The bag selected was a Royal square-bottom, waxed glassine with side tucks. Attractive, strong and inexpensive, this bag has already proved itself an ideal package for Tasty Potato Chips.

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When our great-grandfathers were school children, they used American Crayons; every generation since then has used them too... This year the American Crayon Company is celebrating its first one hundred years of service for education and industry. In preparing special packages to be featured in their anniversary program, there was no experimenting with untried sources of supply—they turned unhesitatingly to "US"... For many years, the "US" organization has been making The American Crayon Company's outstandingly beautiful packages and package labels. Some of these are illustrated here. American Crayon packages—whether for anniversary celebrations or for daily production—always represent the highest standards of utility and appearance.



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Complete engineering service available for any packaging problem.

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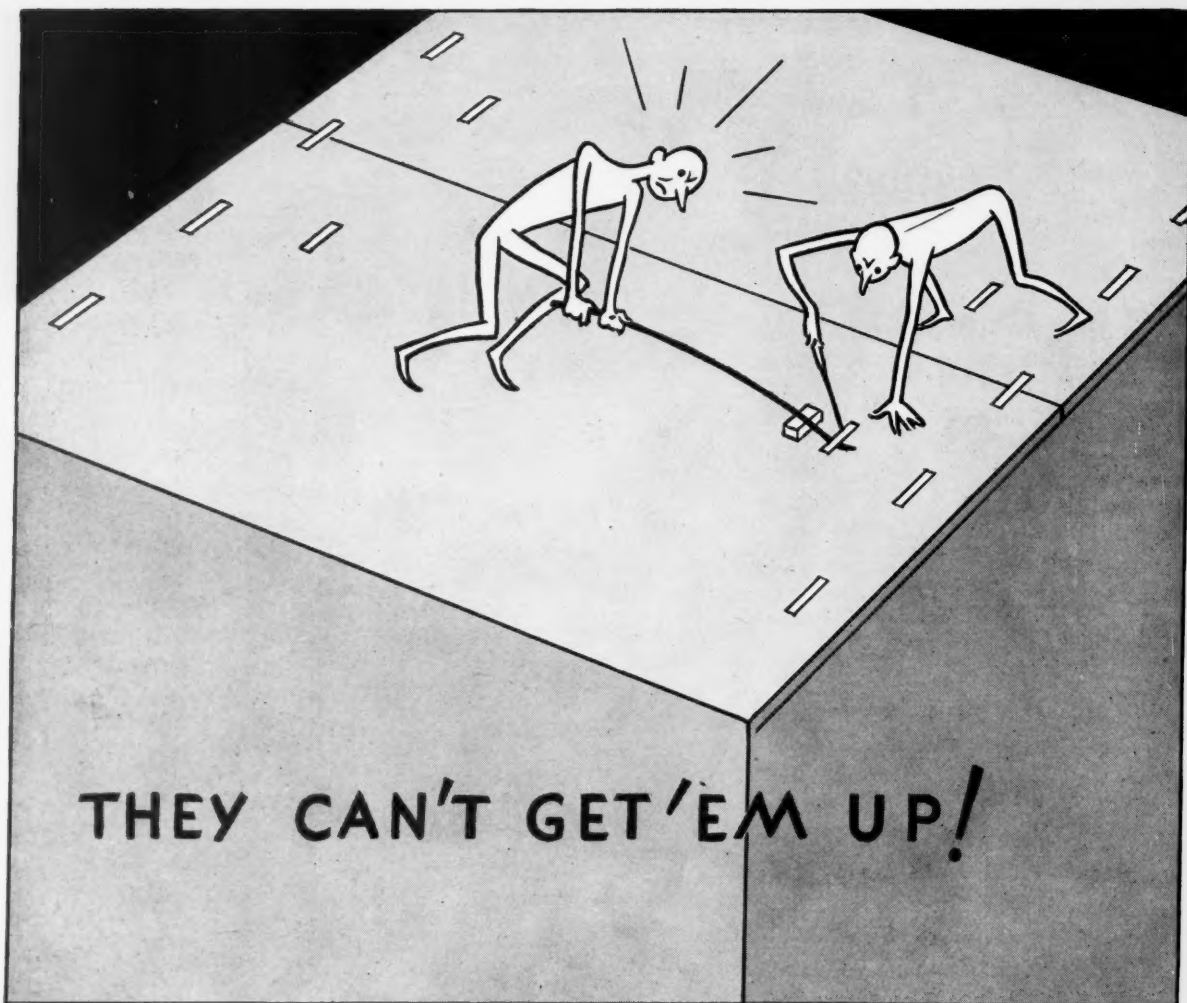
TO OPEN
Pry Up



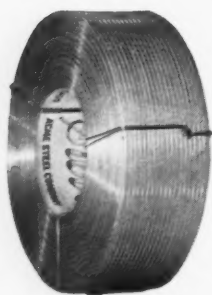
TO RESEAL
Press On



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Stitch your fibre shipping cases with Silverstitch and be sure of unvarying security. Silverstitch's even temper and perfect dimensions assure strong joints every time.

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Send today for a free, 5-lb. test coil. State size. For speed and economy, use the 10-lb. one-piece coil of Silverstitch as so many important companies do. Five-pound spools can be exchanged for new ten-pound spools. Write for special offer.

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It's Christmas Eve for manufacturers. Last call for packages to make Christmas Gifts of your products. Send for a free copy of—"Christmas on Your Carton."

Have you studied your package recently? Is it designed to meet competition? Possibly it can be made a bigger sales help than it is.

Is it eye-attracting? Is it a prestige builder? The well-designed package is a powerful help to the dealer in making sales, and turning over his stock faster.

For countless products, including: Cosmetics, shaving supplies, sporting goods, liquor,

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The new Concora lacquer not only keeps packages clean, but gives them a gleaming finish and intensifies colors that add distinction and selling power.

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THE 1935 ALL-AMERICA PACKAGING COMPETITION • THE





PROGRESS

1935

Hundreds of thousands of people throughout the civilized world viewed the prize award packages of the 1934 All-America Package Competition. Millions read about this important event. The publicity resulting from the All-America created such a strong demand to see the year's great packages that it became necessary to organize several traveling exhibitions for showing it in important cities here and abroad.

Entering the All-America Package Competition affords every progressive manufacturer the advantage of learning much about the merits as well as the shortcomings of his packages. Being identified as an All-America winner opens floodgates of priceless publicity—widespread, favorable public comment which can be secured only in this way.

Manufacturers entering their packages in previous All-Americas have commented on the active stimulation toward improved packaging which follows these events. Because of the wealth of new ideas in design, construction and package production methods accruing, successful packagers gladly enter their packages year after year.

Enter your package or packages now. The distinctions and awards of the All-America are worth striving for. Entry blanks on request.

THE ALL-AMERICA PACKAGE COMPETITION

Shylock



WAS A PIKER compared to the buyers whose business you want

The Streamline, (Design Pat. No. 94672) at the left, and the Classic (Design Pat. No. 94824) are two recent designs in containers by Owens-Illinois. Caps by The Closure Service Company.



● Shylock, though he lived in Shakespeare's pages, typifies still the hardboiled bargainer. But put him up against the average woman who is spending any family's curtailed income today, and it's ten to one SHE'D be the one to walk off with the pound of flesh. Her natural bargaining instinct is as keen as Damascus steel and whetted doubly sharp by the need of stretching every dollar to the limit. That is the kind of market that exists today, one that says "prove it" before a penny slides across the counter. The best way to prove your product is to **SHOW** it . . . in a modern glass container. Then there can be no question

of quality, for it's right before her eyes. There can be no argument about value, for there it is, for everyone to see. She's going to compare what you offer with every competitive product, so the thing to do is beat her to the punch. *Invite* comparison by coming out in the open. And make sure of a favorable reaction by setting the stage with a really attractive glass package . . . the kind Owens-Illinois is producing every day. A representative with full information about Complete Packaging Service is as close as your telephone. Simply call the nearest office of OWENS-ILLINOIS GLASS COMPANY, TOLEDO, OHIO.



OWENS-ILLINOIS

MODERN PACKAGING

BRESKIN AND CHARLTON PUBLISHING CORPORATION

SEPTEMBER 1935 VOLUME 9 NUMBER 1

PACKAGING FALLACY NUMBER 4*

"WE WILL WAIT UNTIL BUSINESS GETS BETTER
TO REDESIGN (IMPROVE) OUR PACKAGES"



by Willard J. Deveneau

THE energetic American business man, vacationing in Cuba, is much amused at the natives who, when pressed to do something immediately, lazily drawl *manana* (to-morrow), but hardly connects *manana* with his own indecisions and alibis when urged to make needed improvements in his own business. One of the most fallacious fallacies in the entire world of business, which many executives are inclined to accept as a fact, is this, "We will wait until business gets better to redesign (improve) our packages."

Little can be gained by hurling invectives at this widespread impression. But perhaps through an analysis of the reasons supporting it, and the overwhelming evidence in favor of new packages, as one means of more economical and profitable marketing, we may arrive more nearly at "a meeting of the minds" between the progressives and those held back by inertia, irresolution and the urge of old habits.

* Other articles of this series appeared in the May, 1934, January and February, 1935, issues of MODERN PACKAGING

In determining what prevents the manufacturer from immediately seeking packaging improvements, we find:

1. The terrific competition existing today for the consumer's dollar.
2. Diminishing profits caused both by the demand of retailers for increased profits, in the form of lower prices, and trying to force consumer purchasing by reduced retail prices.
3. Mounting sales costs, based on the volume secured.
4. Need of consumer advertising to build a demand and assist retailers in turning their stock.
5. Growing discernment of the consumer to make her own selections without aid of the retailer.
6. General uncertainty as to possible State and Federal taxes and regulations.
7. Ignorance of true package values and an unwillingness to consult with authorities on the subject.

8. Fear of losing some present customers if the package is changed in any particular.
9. Confusion caused by lack of exact knowledge of how to redesign (improve) packages for greatest profit at the least expense.

Twenty-five years ago business men succeeded and amassed fortunes by simply making needed articles. They possessed neither any instinct for selling and marketing nor any special training. They didn't need any. The difficulty was in making enough to satisfy the excessive demand. Spurred on by the example of those who were selling everything they made, almost without effort, others entered the manufacturing of like articles, intent on stealing the trade, and competition made itself felt. As more and more men entered

the manufacturing business, competition became increasingly acute until, during the past decade, it is generally recognized that business success today comes to the master of marketing strategy, rather than of production methods.

It would seem pertinent, therefore, that with more goods being made than are being consumed, at the present time, that anything which will assist consumers to find new joys and satisfactions in old products will definitely and profitably react to the benefit of the manufacturer locating and adopting it.

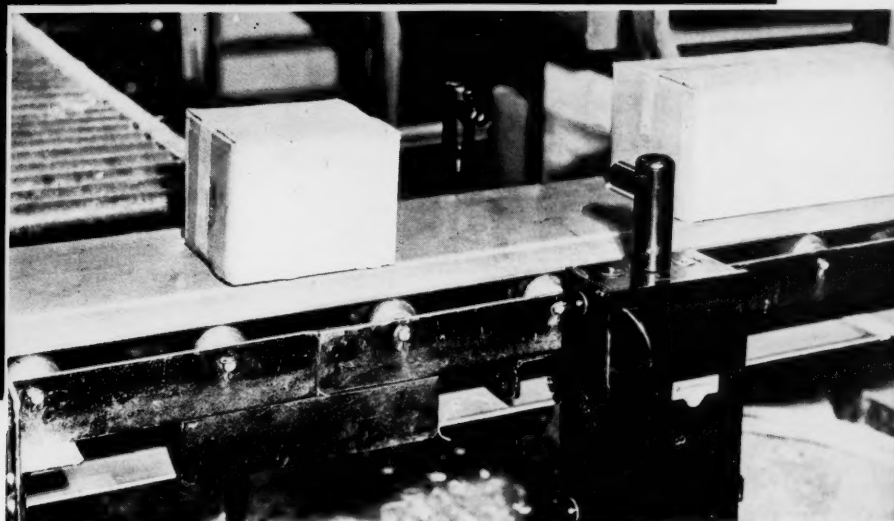
Attribute it to what you will, we are living in an era of changes but, unlike former changes, the disconcerting thing about the present ones is the rapidity with which they come, live for a period, and then become obsolete. We have but to look about (*Continued on page 90*)



The Robb-Ross Company decided to "Do It Now" and so improved its packages. Here, front row, are the new designs, contrasted with those of former use

ELECTRIC EYE IN PACKAGING

THE



This article consists of two parts, the first being a general treatise on the subject as written by C. P. Burnhardt of the Engineering Division, Westinghouse Electric & Manufacturing Company. Following is a series of summaries contributed by various package machinery manufacturers who are making use of the photo-electric cell as applied to their equipment. It is believed that a symposium of this nature which outlines specific as well as general applications will be helpful to those who contemplate installations of the electric eye on new or existing equipment for packaging.—Editor.

YOUR modern radio entertainment and even long distance telephone would be impossible without electronic tubes. In similar manner these electronic tubes have and will even further aid in perfecting the operation, and increase the present permissible speeds of many different machines and processes used in the packaging industry.

There are various types of these electronic tubes available, each having different characteristics. Those sensitive to light are called phototubes or more popularly termed "electric eyes." Since the electrical charge or current of these phototubes is extremely small, it is necessary to strengthen or amplify these small electrical charges. This can best be done by means of other types of tubes such as amplifier tubes or grid glow tubes. As the name implies, an amplifier tube serves to amplify or increase the electrical charge impressed upon it. This amplifier tube is in a sense a

Fig. 1. Photo-troller installed on a packaged conveyor. This is the simplest form of the electric eye as applied to the packaging field

first cousin to your radio amplifier tube, designed and built to be capable of withstanding the shock and vibration encountered in normal industrial service. The output charges of these amplifier tubes are sufficient to operate rugged instruments and relays. Where it is desired to operate contactors or other power consuming devices such as solenoids or even motors directly, the third important type or grid glow tube is used. Since the speed of response of these various tubes is practically instantaneous, they can be used for control purposes to obtain better results or products, and invariably at greatly increased operating speeds.

Perhaps the simplest of all electronic devices is the so-called light relay, which consists essentially of a phototube in a suitable housing connected to a main control cabinet in which is contained either an amplifier tube or grid glow tubes. In addition the necessary circuit auxiliaries such as transformer, resistors, condensers and contactor are mounted in this cabinet. The light source, which generally consists of a standard automobile headlight lamp, is mounted in a small separate winding on the transformer in the main cabinet. Such equipment is available in a large number of types suitable for practically any type of power supply. Fig. 1 shows such a light relay installed on a package conveyor, the housing containing the phototube being mounted directly upon the top of the control cabinet

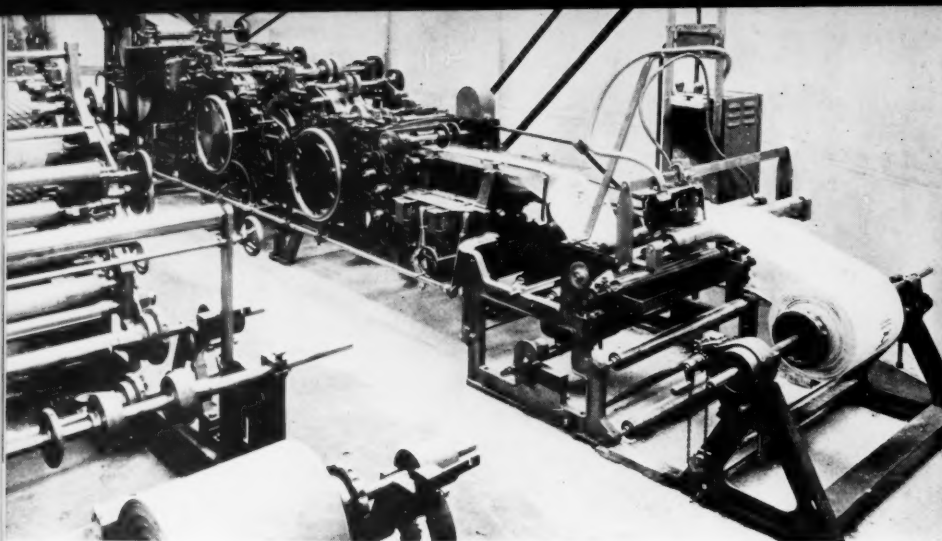


Fig. 2. Bag machine with photo electric control. Register involves the simultaneous determination of the instant position of the rotary knife and a fixed point on successive printed designs, and correcting accordingly. Courtesy of Potdevin Machine Company

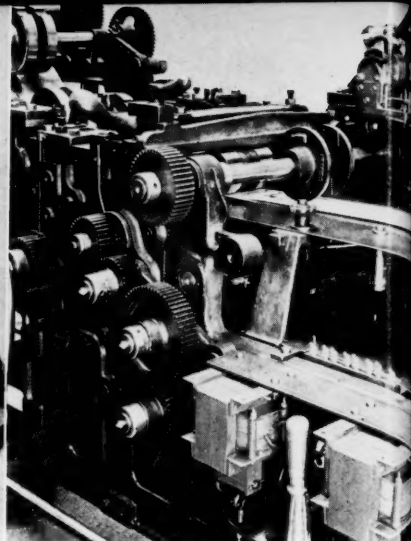


Fig. 3. Control solenoids and reversing friction drive in foreground; selector switch at upper right. Courtesy Potdevin Machine Company

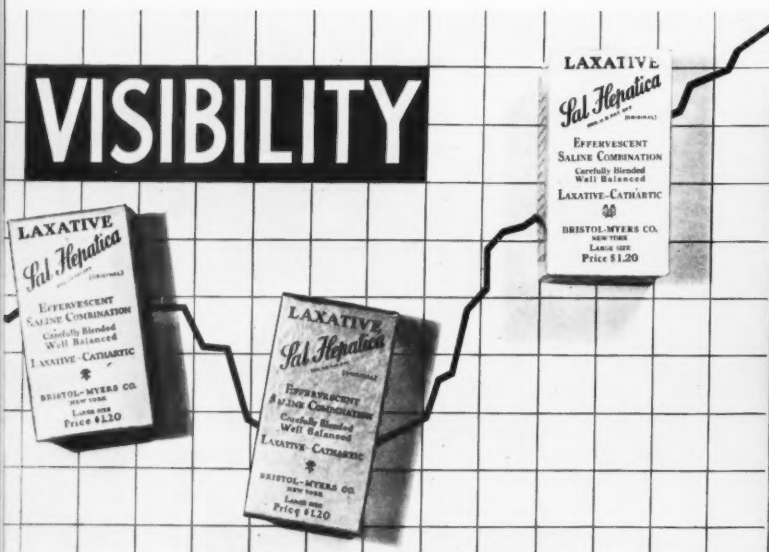


Fig. 5. The evolution of a labeled carton. Left, printed carton; center, glassine wrapper, and right, printed opaque wrapper. Proper register as attained by the electric eye is essential for the correct placement of the latter

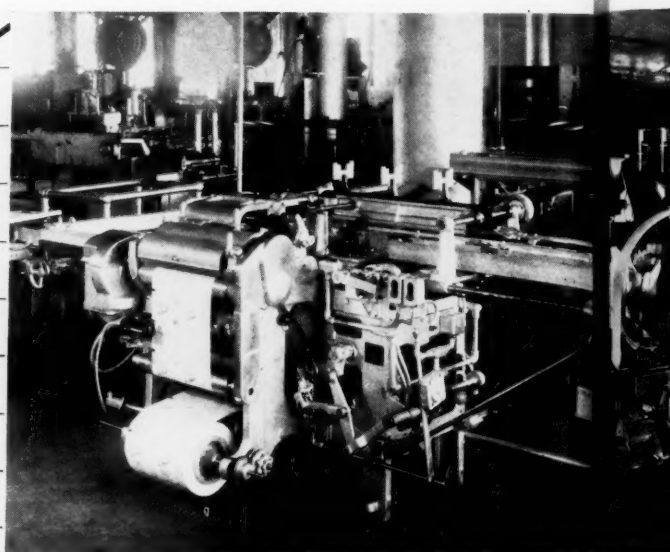


Fig. 6. One of a battery of wrapping machines equipped with photo cell control installed at Bristol-Myers Company's plant for wrapping Sal Hepatica. Photo courtesy of Johnson Automatic Sealer Company, Ltd.

and receiving its illumination from the light source located directly opposite. Such simple equipment can be used for counting up to speeds of 300 per minute by connecting a magnetic counter to the contactor located in the cabinet. In many applications the problem arises of how to reliably use such a counter on a conveyor system if there is any possibility of the packages jamming to form a continuous unbroken line. This can generally be reliably surmounted in one of several ways: i.e., locating the light source and phototube housing at a bend in the conveyor line; by sloping or

inclining a section of the conveyor line thus permitting the packages to slide downward freely on idler rolls; or by providing a small drop section in the conveyor line and permit the dropping package to either intercept or establish the light beam.

It is characteristic of electronic equipment that it can be controlled in many different ways. For example, if two contacts are used instead of a phototube the closing of the contacts will give the same results as light falling on the phototube, and opening the contacts will be electrically equivalent to intercepting the light beam

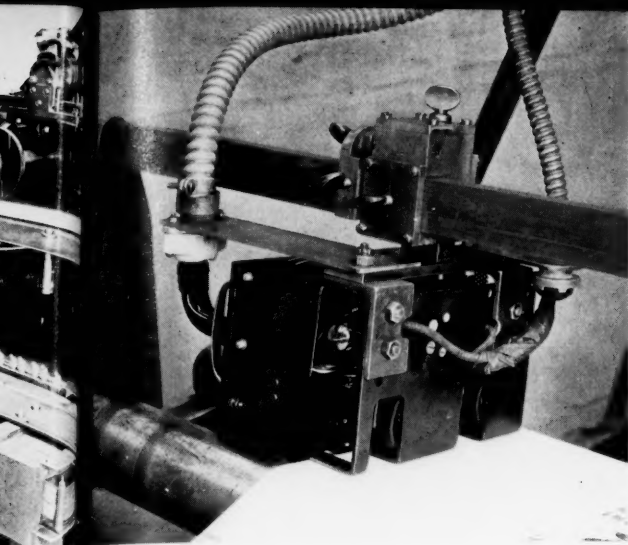


Fig. 4. Close up of a differential scanner. Photo-tube and amplifier respond instantaneously as the spot sweeps by.
Photo courtesy of Potdevin Machine Company



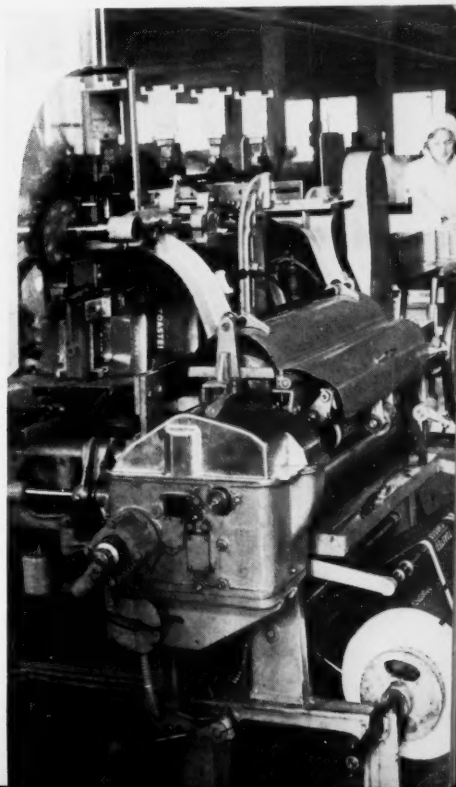
Electric eye equipped wrapping machine operating in conjunction with Johnson bottom and top sealing machines at plant of A. Goodman & Sons Company. Photo, courtesy of Johnson Automatic Sealer Company, Ltd.

Since the contacts need handle a current of only a few thousandths of an ampere they can be very light and, therefore, will respond readily to slight mechanical movements. This is being practically used on a continuous can testing machine operating at speed of 300 per minute in which a differential bellows closes a light contact if the can in one of the evacuated testing chambers leaks air while closed at one end by a diaphragm through the center of which air is being admitted into the can under pressure. The operation of the electronic equipment directly energizes a solenoid which

trips a latch and thus serves to eject the defective cans.

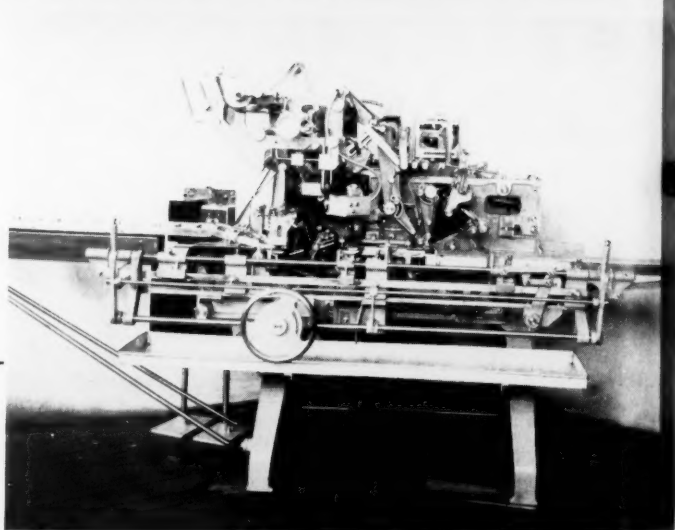
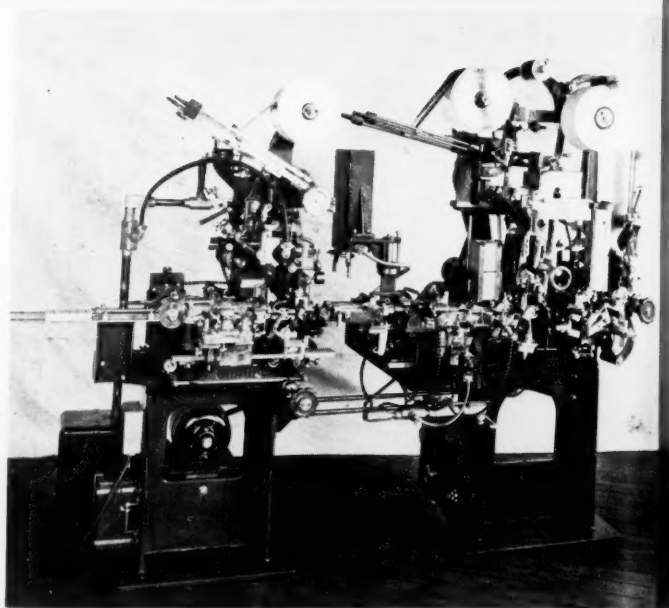
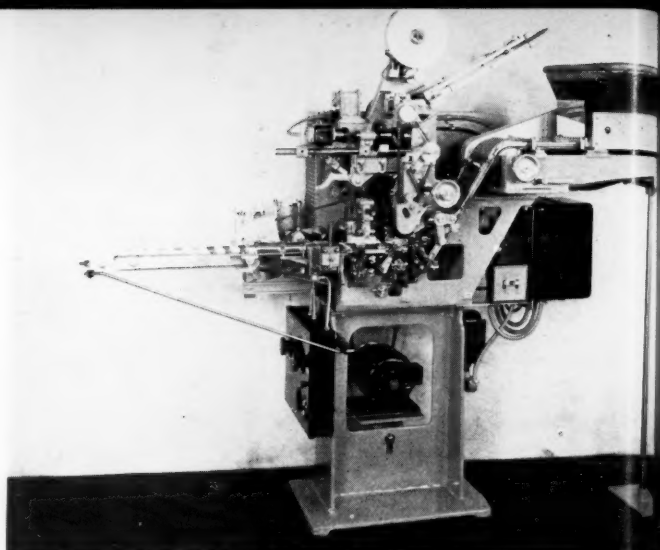
When grid glow tubes are energized from a constant potential source, such as a battery or rectifier instead of a transformer operating from an alternating current supply, their operation is radically different. For example, for any voltage applied to the tube there is a corresponding critical control voltage which, when applied to the grid and if exceeded, causes the grid glow tube to pass current, and from that instant the grid has no further effect upon the tube to either increase or decrease the flow of current. These tubes can be built to carry currents from a fraction of an ampere to several hundred or more and therefore can be used to operate directly power consuming devices. If an electrical charge is impressed upon such a tube, and persists for only one ten thousandths of a second the tube will be triggered into operation, thereby passing current to energize a contactor which will operate to perform some desired control function. After the control function has been performed, it is only necessary to remove momentarily the voltage applied to the tube circuit in order to reset the equipment for another cycle of events. This type of equipment has been used, for example, to automatically sound an alarm if an improper label was about to be applied to bottles in an automatic labeling machine. Since the same size bottle was used for eight different shades of product and the labels were all identical except for the single word identifying the shade or color of the product, it was important that each label be carefully checked, preferably automatically since inspection by human eyes unnecessarily slowed up production or would increase inspection costs materially.

Close up of photo-electric cell mechanism, automatic wax wrapper at plant of Educator Biscuit Company. Courtesy, Johnson Automatic Sealer Company, Ltd.



This problem was solved by arranging to code the individual labels on their reverse side by a dark colored printed spot approximately $\frac{3}{16}$ in. square located in one of eight different possible positions. The phototube and light source focused a small spot of light on the label in the label magazine prior to its application to a previously gummed bottle. Since there were eight different possible locations for the printed spot on the label, this optical system was arranged to be adjustable so that the spot of light would be focused upon a particular point on the label to be inspected. The equipment was arranged with the grid glow tube in a D.C. circuit obtained by means of a self-circuited rectifier. If the printed spot was at the point of focus of the light beam very little reflected light was received by the phototube. However, if the printed spot was not at that point, indicating an improper label, the reflected light from the paper to the phototube was greatly increased, thus triggering the grid glow tube into operating to sound the alarm. The label magazine actuated by a mechanical cam was at rest or standstill for a period of approximately $\frac{1}{40}$ second just prior to application of the label to the previously gummed bottle. It was during this brief interval that the phototube and light source moving mechanically in synchronism with the label magazine inspected the label. In order to desensitize the equipment during motion of the label magazine a rotating cam switch was provided.

The increasing use of printed bags and envelopes of various materials such as paper, cloth or cellulose has created another problem—one of register. Where an operator is depended upon to synchronize the position of the printed design with respect to the cutting operation or finished product,



Top: Unit for wrapping coated gum tablets (four in each package) in printed, moistureproof transparent cellulose. Equipped with electric eye for registration of wrappers. Center: Unit for wrapping "triple guard" pack used by American Chicle Company. Bottom: Unit for wrapping chewing gum, candy, etc., in printed waxed paper and printed foil. Photos courtesy of Package Machinery Company

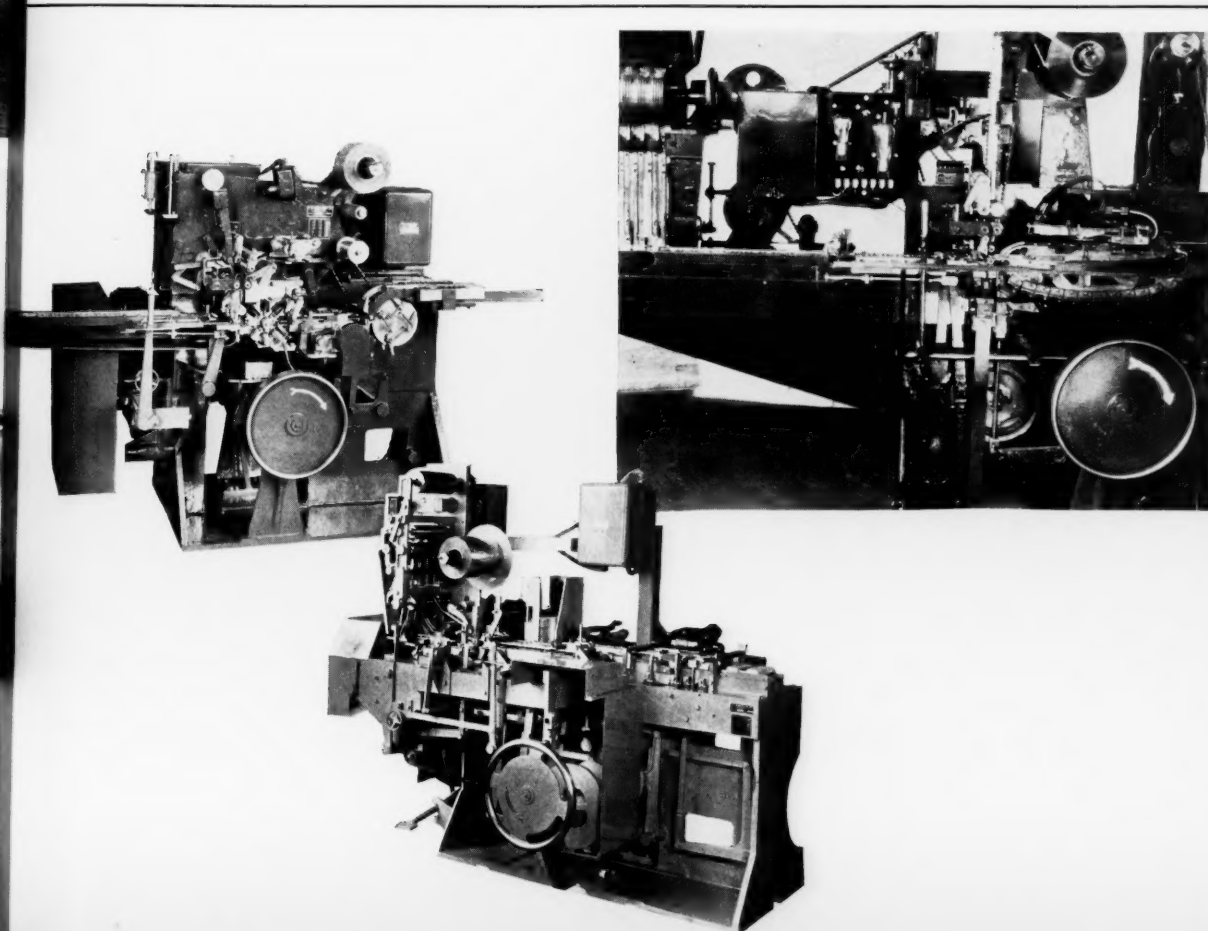
production is unnecessarily slowed up and waste or spoilage is dependent upon the operator's untiring watchfulness under particularly trying conditions, especially since he must also compensate for the inevitable variable stretch in the paper or other material caused by the tension imposed upon it during the printing and bag making operations.

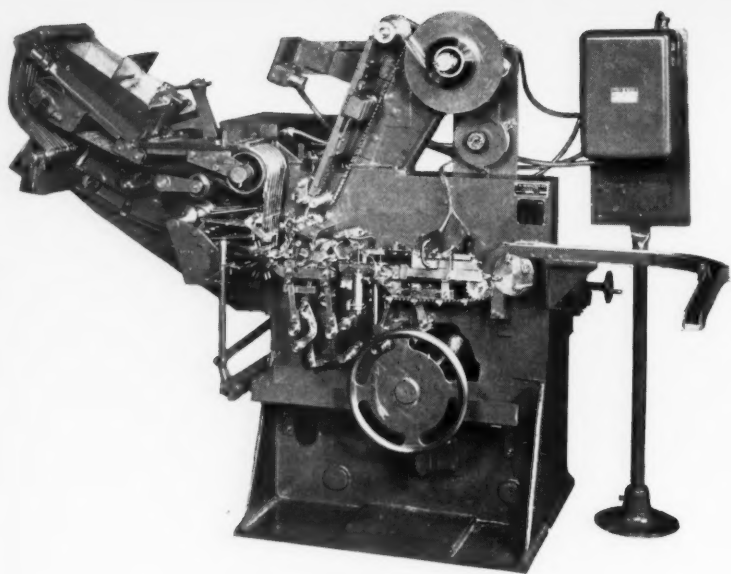
The basic problem of register on a typical bag machine shown in Fig. 2 involves the simultaneous determination of the instantaneous position of the rotary knife and a fixed point on successive printed designs, then correcting accordingly.

To determine the instantaneous position of the design on the moving web, a light source, phototube and amplifier tube generally called a scanner, as shown in Fig. 4, is located so that a spot printed on the material passes beneath it. The phototube and amplifier used respond practically instantaneously, a momentary

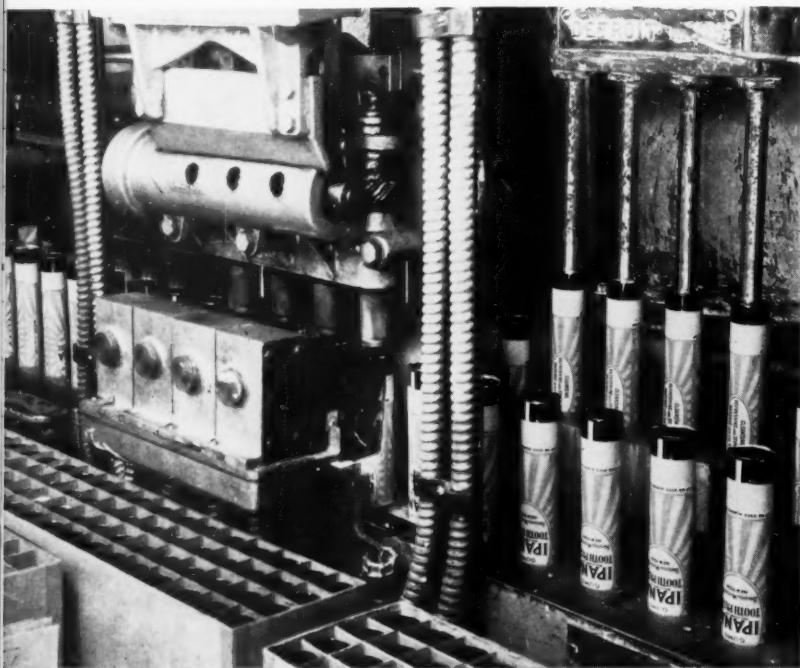
change in current through the amplifier tube takes place, therefore, as the spot sweeps by. The instantaneous position of the rotary knife is determined by a rotary selector or drum switch driven directly from the rotary cutting knife and provided with two electrically conducting segments making contact with a set of brushes. These segments are arranged so that one brush makes contact ahead of the other. The two brushes are arranged so that they both are on insulating sections of the drum switch when the rotary cutting knife reaches its correct cutting position. Since the paper or web speed may be 500 ft. per minute or less, and the printed spot must be reasonably small, the equipment must respond to a change in light occurring in $\frac{1}{500}$ of a second as the printed spot sweeps by. In order to obtain this speed of response, two grid glow tubes are used each controlled by a segment of the rotating selector switch. Therefore, with the machine in operation, if the printed spot sweeps by at the instant that the rotary knife is in its correct cutting position, the brushes of the selector switch will be on insulation sections and, therefore, the change in current occurring in the amplifier tube will not operate either of the two grid glow tubes. However, if the knife is either ahead or behind its correct position then one of the two brushes will be in contact with the segments of the selector switch and the momentary change in amplifier tube current, which occurs when the printed spot sweeps by, will trigger one of the two grid glow tubes into operation. These grid glow tubes control individual con-

Left: High speed machine for wrapping cartons of candy coated chewing gum, placing opening strip laterally around carton. Electric eye registers printing on strip. Right: For wrapping baking chocolate cakes in printed transparent cellulose wrappers. Below: For wrapping four pieces of candy coated chewing gum. All these machines are electric-eye equipped. Photos by courtesy of F. B. Redington Company





Electric eye equipped machine for wrapping two pieces of candy coated chewing gum while on their broad sides. Wrapping material used has an arrow for the registering guide. Courtesy of F. B. Redington Company

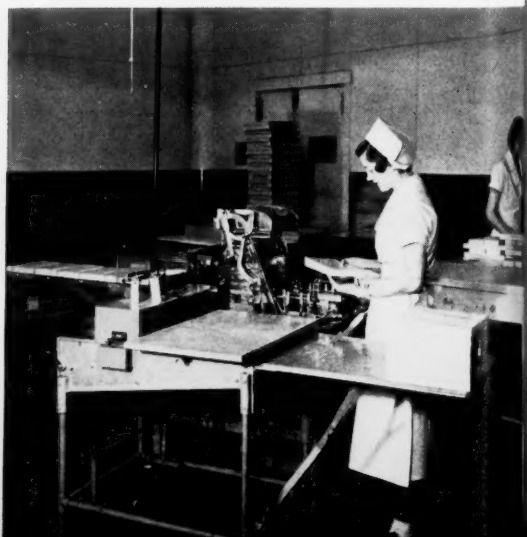
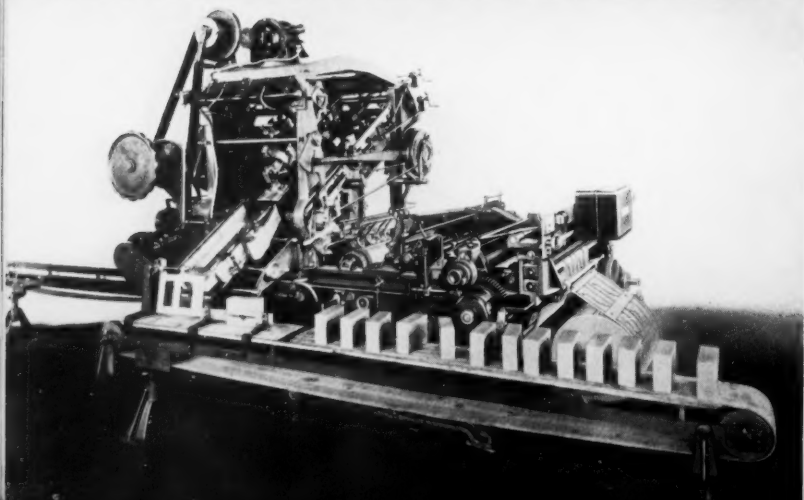


tactors which energize the solenoids shown in Fig. 3. These solenoids control two friction wheels which, when engaging a larger friction wheel driven with the machine, cause the housing of a mechanical differential to be rotated in either direction.

This position correcting differential is between the basic drive of the bag machine and the draw rolls and thus permits momentarily adding to or subtracting from the basic web speed. In order to permit adjustment of the length of time that the solenoid is energized, and therefore the duration of the speed change correction, an adjustable electronic time delay relay is included. This, when operation after its predetermined time has elapsed, interrupts momentarily the grid glow tube circuits thus resetting the equipment for the next operation. An increase of 50 per cent in production and a reduction of 60 per cent in spoilage has been readily obtained by the addition of this electrical equipment to standard machines.

It was impossible to use a full printed wax wrapper on a package until the introduction of these new electronic aids. All packages prior to this development which were wrapped in printed wax paper employed what was known as a running or repeating design. It is not possible economically to feed printed wax paper from a sheet feed.

Left: Electric eye applied to Colton tube filling, closing and crimping machine. Left, below: As applied to Pneumatic Scale Corporation's wrapping machine which produces the Pneu-Tite waxed package. Below: Miller wrapping machine complete with sheeting attachment



The evolution of a labeled carton is shown in Fig. 5, the view at the left being a printed paperboard carton, the center view with a glassine type wrapper, while the superior attractiveness and readability of the printed opaque sulphite wrapper is apparent at the right. In order to properly wrap this carton with the preprinted wrapper the problem of register must again be successfully solved.

Fig. 6 shows a machine in which the web is allowed to run slightly overspeed. The phototube and grid glow tube control a clutch which through a mechanical differential operates to reduce the normal basic web speed to bring the spot into register. A rotating drum switch geared to the cutting knife and connected to the grid glow tube synchronizes the printed spot with respect to the position of the rotary cutting knife. In this machine a correction is applied once for every wrapper, thus maintaining for the entire run an extreme uniformity of packaged product.

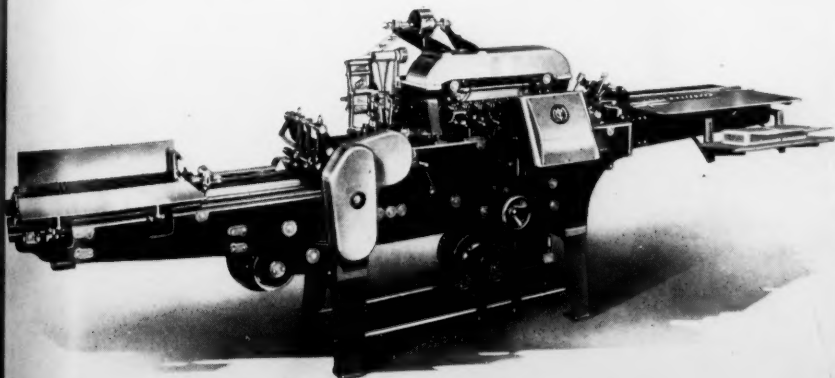
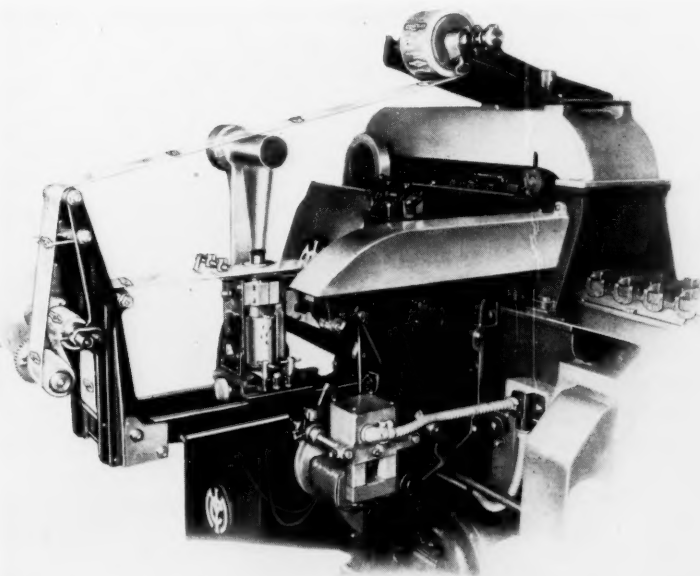
These applications of new electronic aids are only typical of some of their present field of usefulness which, in all cases, have definitely increased production, reduced waste or spoilage and have made packages which could not have been produced otherwise except at prohibitive expense economically possible.

Boyd H. Redner of the Johnson Automatic Sealer Company, Ltd., in a paper presented at the Fifth Packaging Conference stated, "It was primarily to handle two types of printed sheets—transparent cellulose and waxed paper—with correct registration on the six panels of a carton that brought the photo-cell to its present use on wrapping machines." Further abstracts of his paper follow.

The photo-cell is being increasingly used to initiate the various timing devices now used for paper cutting. Two means are now generally used to bring the printed web to proper timing for cutting at a determined

point. One is to feed the paper as closely as possible to the correct cut-off length. The photo-cell and relay correct the movement of the paper from creeping or slipping on either side of this length. The other is to feed a length of paper slightly longer than the desired length and correct it back to the proper dimension with each machine revolution. It is usually accomplished in either way by means of a differential gearing which is effectively located between the web feed and the photo-cell control.

In register with the printed design, and at its side is printed a spot, corresponding with each design. If the sheet is sufficiently transparent the photo-cell is mounted so that the spot will pass in front of it, and a light is concentrated against that same spot on the opposite side of the paper. If the wrapping material is too opaque, the spot is reflected to a mirror which is illuminated and scanned by the photo-cell. The faint impulse of electrical energy given by the photo-cell when the spot passes in front of it, is amplified and actuates a solenoid. This releases or locks a latch in engagement with the differential gearing and gives a timed relation between the differential and the web feed, which simply adds to or subtracts from the de- (Continued on page 79)



Close up (above) of photo electric registration device as installed on the Standard cigar wrapping and banding machine. At left: Full view of complete wrapping and banding unit. Photos by courtesy of International Cigar Machinery Company

"It can be done"

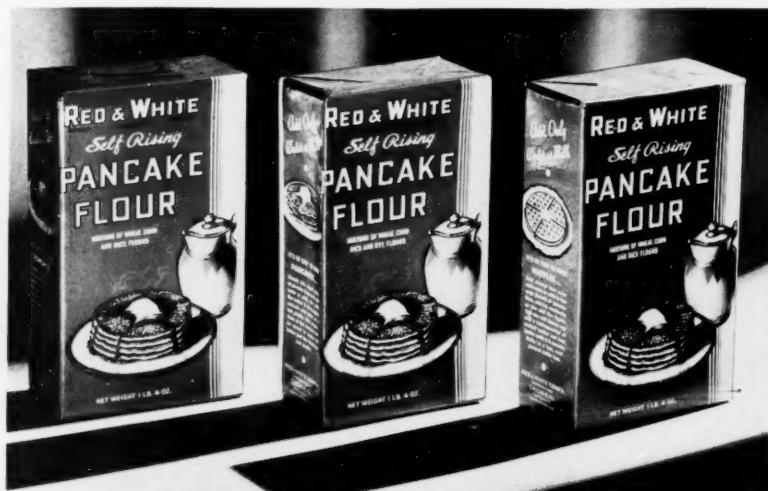
Said the Red & White Corporation when the question of label redesign came up and several complications in their manufacture and production were encountered. The resulting efforts produced, in the opinion of the company, the most attractive labels that it has thus far used for its cereal products, and, taking the "acceptance" reaction of retailers and consumers as a criterion, these new designs are highly satisfactory.

by H. W. Kuhn

THE Red & White Corporation is serviced, in the production of its cereal products, by two outstanding millers and their far-flung branches. When it was proposed to redesign the old-fashioned Cake Flour label, these producers told the company that because their equipment varied so at their different plants it would be better to continue along in the old way of allowing each mill to purchase their various Red & White labels from printers who were close to and knew the wrapping problems of each mill. However, the company reasoned that if it could pool and concentrate all of its wrapper business on four items with one label manufacturer with a longer run, it naturally would be able to obtain more attractive labels at practically the same prices they were paying for smaller runs and a lesser number of colors and finish.

It is interesting to know that both millers and their branches advised that they could not use a varnished label successfully on their wet wrapping equipment. However, after a great deal of investigating on the part of the selected lithographer, it was found possible to supply a grade and weight of paper that even when varnished met all of the requirements of the various mills. This was done by cutting to size blank stocks of paper and varnishing it until a paper not too stiff nor too soft was found. The high-light in the production of these labels is the manner in which the lithographer met and overcame the problem of expensive production.

In explanation, it may be said that while the two millers produce what appears to be the same size 20-oz. and 3 1/2-lb. Red & White Self-Rising Pancake packages as well as Buckwheat Pancake Flour, Cake Flour and Wheat Cereal, actually the panels of both millers' packages are laid out differently, which, of course, necessitated separate drawings for the label form. In addition, it was essential to meet a merchandising problem, for while the 20-oz. size of both Buckwheat and Wheatcake Flour is a big seller east of the Rocky Mountains, sales of this size on the Pacific Coast are practically nil. In that section, the biggest volume is sold in a 2 1/2-lb. size package. Strangely, the 2 1/2-lb. package does not sell in the



East; however, a 3 $\frac{1}{2}$ -lb. package does. And so the lithographer had to lay out the form to accommodate all the various size labels as well as meet the panel requirements of both millers and show them that they could use a varnished label.

These labels were all produced by the Union Lithograph Company of San Francisco. Production was under the supervision of Wm. E. Steege, general manager, and the engraving art work was supervised by Ambrose Brieninger. The original designs were created by Glenn Stewart, of Chicago.

In developing new design Cereal labels, it was desirable to retain the familiar Red & White background for quick, easy consumer-identification. Yet, at the same time, the company wished to incorporate a distinctiveness and individual appeal in each package. Red & White is a line of merchandise comprising several hundred grocery items and it is the policy of the company to maintain a family relationship or continuity of design in all of its packages.

Labels for the two distinct types of Pancake Flour—Buckwheat and Wheatcake—are closely related and quickly identified. Yet on inspection one will see both

are radically different in layout and general handling, even to the different appearance of wheatcakes and buckwheat cakes.

The Cake Flour package, because of its size, offered a fine opportunity to glorify and dramatize a cake—to work into the illustration all of the tempting appetite appeal this item can exert on prospective purchasers. The company felt that the largest possible illustration of an attractive cake would exert the most powerful influence, and finally created this extreme down-view of an almost full-size cake on a very narrow dish. Recipes were handled in a breezy way to suggest ease of preparation in the hopes of quickly capturing customer-imagination when the package is on display.

Every attempt was made to maintain utter simplicity in the Wheat Cereal package, eliminating as much unnecessary copy from the side, top and bottom panels as possible. One side panel simply emphasizes the wholesome food value of Wheat Cereal and the other side panel gives directions for preparation.

These packages are in distribution now and they have received splendid acceptance on the part of the members of the Red & White organization. Bookings and sales

—whether it be coincidence or not—are nearly 50 per cent greater than last year at this same time under the old design labels. The store supervisors report the increased sale is due partially to the premier display locations given the new packages by members—locations that formerly were going to other brands of the same items—the members taking great pride in the new, attractive labels. Another reason is that these packages lend themselves to large displays which can be made remarkably fast by the dealer.

The basic elements of these designs have similarly been carried out in both cotton and paper bag sacks of Buckwheat and Wheat Pancake Flour.

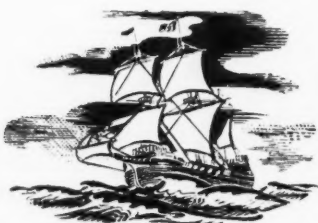
As may be seen by the illustrations on this and the opposite page which show groupings of each of the four new designs, these packages are tight-wrapped—the labels being automatically wrapped and sealed around the filled cartons.

It is not difficult to visualize the effective display which these packages make when grouped together in a window, on shelves or on counters. In each is that appetite appeal which makes for continued consumer demand and consistently builds sales for the product so packaged.



Traditional—{for Confidence

A GAIN, as in each of the package designs which he has done for Schenley products, George Sakier has incorporated, in the ensemble for Schenley's Mayflower Rye, that feeling of tradition which is so necessary when the confidence of the consumer in a branded liquor is being sought. It is not alone that the



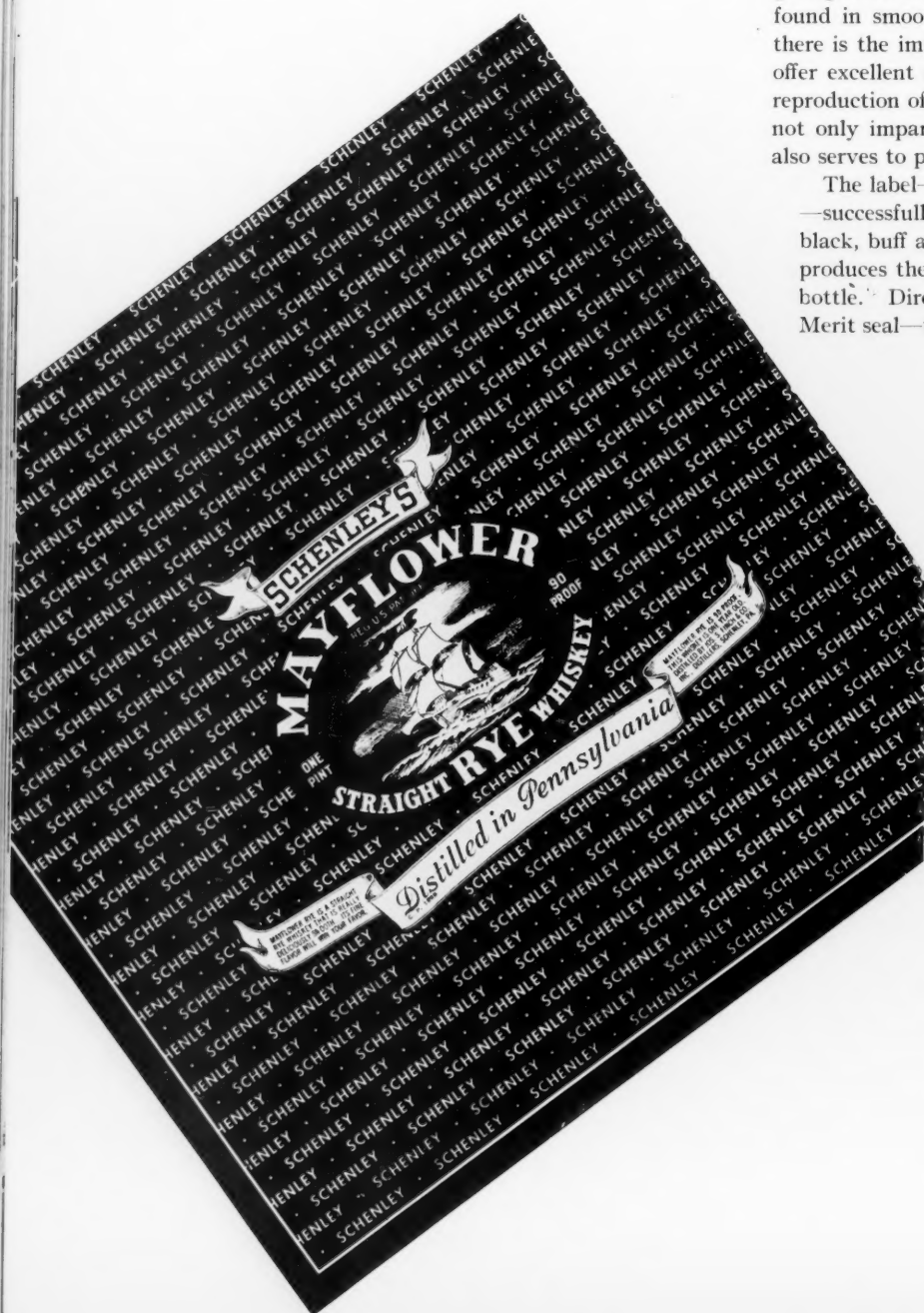
bottle, label and other accessories must reflect the quality of the product within; it is likewise essential that the impression of stability and integrity, as they relate to the company which produces it, be established and maintained. And all of these are accomplished in the Mayflower package.

Analyzing each of the component parts we find that there is a consistency of motif in the design and selection of materials used and that the assembly attains an effect which is particularly desirable for that product. The bottle, flagon shaped, is of form and construction which produces maximum reflections in the liquor, thus giving it life as contrasted in appearance with that to be found in smooth-surfaced bottles. From a side view there is the impression of depth while the broad faces offer excellent display value. In bas relief effect, the reproduction of the Mayflower in full sail on one panel not only imparts an expensive look to the bottle but also serves to prevent counterfeiting.

The label—die cut, embossed and spirit varnished—successfully combines light and dark brown, red, black, buff and gold bronze, and is so placed that it produces the effect of being inset or panelled in the bottle. Directly above the label is the Mark of Merit seal—the Schenley trade mark.

The quart size bottle is cork sealed, this closure being wrapped in printed (embossed) foil. Pint and half-pint sizes are sealed with aluminum screw caps.

Shown separately on this page although an important component of the Mayflower package is the tissue wrapper. The use of such wrappers has not come into general acceptance in this country although the practice is well established abroad and has resulted in many effective designs. But in this instance, as in the case of the Silver Wedding Gin package—described in the July, 1935, issue of MODERN PACKAGING—the wrapper serves a distinct purpose. Readers will recall that the Silver Wedding wrapper carried a scroll design which included outline illustrations of the various ingredients, thus aiding to establish a quality rating for and confidence in that product. In the brown background of the Mayflower wrapper, Mr. Sakier has again made a happy selection for this imparts a feeling of age—old leather and tobacco. Further, the repetition of the name Schenley





Reminiscent of early American liquor bottles, the Mayflower flagon-shaped container is a fine example of the package which expresses traditional feeling and attains consumer acceptance. Design is by George Sakier

effects a desirable tie-up with the brand name and is a successful guard against counterfeiting.

Credit for the furnishing of the various materials supplied goes to the following: Bottles, Whittall-Tatum Company; labels, Consolidated Lithographing Corporation; corks, Armstrong Cork Company; metal closures, Aluminum Seal Company; foil, Crescent Foil Company; tissue wrappers, Capitol Folding Box Company; shipping containers, Container Corporation of America.



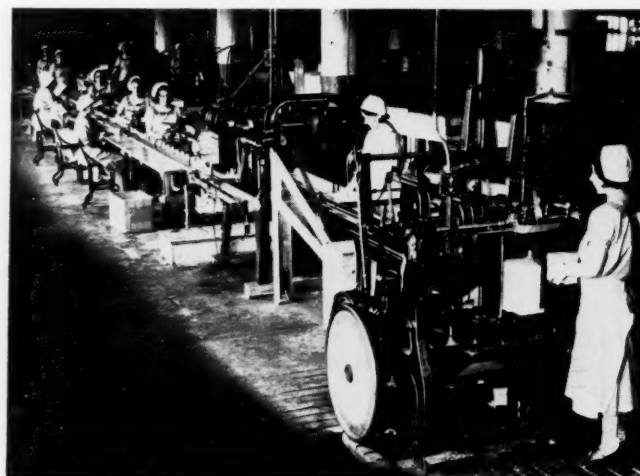


For Better and Longer Keep

CONSISTENT improvements in its packages, whenever and wherever possible, is an established policy of The Hills Brothers Company. It is not enough that its products are of unapproachable quality; this quality must be retained so that customers are thoroughly cognizant of and receive the full benefits of such selectivity. Thus protection of product may be considered as the first objective of the company's packages, although a close "runner up" is that of customer convenience, and, needless to say, there is also the consideration of appearance—for the company recognizes the need for a favorable first impression. While these aims are not, in principle, unusual among progressive concerns, it is from the standpoint of constant effort to improve its packages—to attain "better keep" of its products—that Hills

Brothers is distinctive. Every package which is used by the company bears the evidence of this progress.

Only recently a new package for Dromedary "pasteurized" dates appeared—the result of careful and experienced study. A still more recent innovation is



Forty per minute is the output of the packaging line for Dromedary fruit peel. Above is shown the new package in open and closed positions

the package which the company has adopted for Dromedary fruit peel—lemon, orange, citron and mixed fruits. The approach to the new package took account of the fact that already fruit peels had been put up in plain paperboard trays or cartons with a single wrap, but did not prevent crystallization of the product or otherwise incorporate desirable qualities in a package for products of that nature. By means of the new package, then, the company has been able to overcome former disadvantages and to guarantee freshness for at least two selling seasons—an attainment hitherto unaccomplished.

The package consists of a printed, die-cut, tuck-in carton, a transparent moisture-proof liner bag and transparent sealed wrap. The complete assembly is shown, in open and closed positions, in an accompanying illustration. The carton is printed in the standard red and yellow which characterizes the Hills Brothers' packages. Lettering is limited to brand name, designation of product and weight, although a recipe is included on the under side—in assembly, the cover—of the carton. A die-cut opening permits an advantageous view of the product, clearly seen through the transparent cellulose liner and wrapping. The distinctive feature of the package is the liner and the manner in which it is formed and placed in the carton, the latter operation being quite unusual because of the comparative shallowness of the carton and the difficulty involved in properly placing the liner therein.

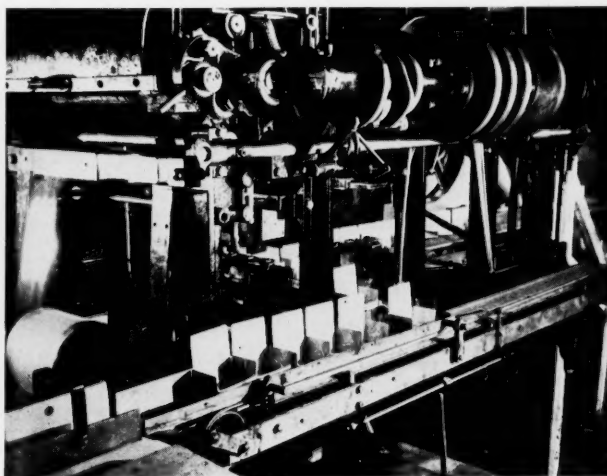
Each operation, with the exception of filling, is automatic and requires only such operators as are needed to supply the necessary materials. The production line commences with the improved Brightwood machine on which the cartons are formed and glued at the rate of forty per minute. These are then carried by belt to the lining unit. In the latter, each carton is provided with a liner which is cut from a roll, folded and heat sealed and placed in it by means of the forming plunger.

The lined cartons are then filled, by weight, by operators. Due to the nature of the product, only hand filling can be used. Subsequently, the linings are folded

over and the cartons are closed, ready for wrapping. A transverse belt carries the filled packages to the wrapping unit—an improved wax wrapper adapted for transparent cellulose. Here the wrappers are cut to size from a roll, each package is forced up so that the wrapping is placed completely around it, the end folds formed and, together with the long seam, heat sealed.

The finished packages are then packed in plain printed cartons, twelve to each, and sealed with gummed tape, being subsequently packed, four to each, in corrugated shipping cases.

All of the automatic equipment—carton forming, lining and wrapping unit—has been furnished by the National Packaging Machinery Company. The Brightwood machine and the wrapping machine are standard units and no doubt familiar to most readers. But the lining unit is a new development and overcomes, so far as MODERN PACKAGING is aware, a problem involving a shallow transparent liner, its forming and placement, which up to this time has not been successfully attempted. Other companies contributing to the assembly of the package are: Swazy Folding Paper Box Company, cartons; DuPont Cellophane Company, cellophane liners and wraps; The Mengel Company, corrugated shipping containers.



At left: The carton lining unit which cuts from a roll, folds to size, heat seals and places the transparent cellulose liners in the opened cartons which are conveyed, by belt, from the carton forming machine. Continuing, by belt, the lined cartons are filled (by weight), linings folded over, flaps and cover are closed. The packages are then transferred to a cross belt on which they are carried (see illustration above) to the wrapping machine where they are completely wrapped and heat sealed in transparent cellulose. The finished packages are then packed twelve to a carton, gum taped, and placed, four in each, in shipping containers

Why Follow Tradition in Cigar Packaging?

EVERY year the Treasury Department publishes the returns received from the tax on cigars, cigarettes and chewing tobacco. With few exceptions, even during the depression years, cigarette manufacture and consumption have mounted, attaining heights not dreamed of twenty or even ten years ago. With few exceptions, each succeeding year has shown a drop in cigar production both relative to that of cigarettes and, even more important, absolute as compared with the previous year's production.

Explanations are many and varied. Some tobacco men ascribe the change to the change in our tempo of living. A country on the run, they claim, has no time for the leisurely smoking of rich cigars; prefers the short and simple cigarette. Some ascribe the tendency to the automobile, claiming that the driver-smoker naturally prefers the easily lit cigarette. Others link the trend to the increase in feminine smoking. Since women can't or won't smoke cigars, they say, men tend to smoke cigarettes when in feminine company.

Others, more thoughtful, have sought to find the reason in the cigar industry's merchandising policies. The American Tobacco Company's Cremo spit-tip campaign of a few years ago was one of the first—as

well as one of the very few attempts to raise a new copy point or sales angle for cigars. Much as it affected Cremo sales, it is doubtful whether the campaign had any favorable, long time effect on cigar consumption in general.

In recent years, the most general tendency has been to encourage sales by means of reduced price. While this country may have needed a good five-cent cigar in 1912, in 1935 it suffers from no lack of offerings of good ten-cent cigars for five cents. The shoe pinches rather on the other foot; for, in spite of cut prices, the industry suffers from a lack of good five-cent, ten-cent or cigar-at-any-price smokers.



★
Typical of cigar packages are those of the well-known Admiration brand, though these are less bedecked with excess labels than most. Note however, how little attention is paid to distinguishing the various sizes or sub-brands from each other. While the experienced smoker may know the difference between a "Cabinet" and a "Queen" on sight, the notice will have to ask the dealer or—more likely—stick to his cigarettes or chewing gum. Note, too, that the opening of the package destroys the effect of the side label

The Walter Scott package exemplifies the "afterthought" school of packaging wherein a highly lithographed full color inside label is marred by buckeye price lettering. The Girard and Garcia Grand boxes are similar examples. Horizontal bands, in both cases, are added labels pasted over the expensive original labels. The two circles on the Girard package, on the other hand, were printed directly on the main label. The paper stripping along the edges, in both instances, does nothing to improve the appearance of the package. The "gold braid" school in all its glory is exemplified in the Constancia box. It is impossible to determine the nature of the medals pictured. Note also the futility of the full-color females as a means of attracting attention or explaining the quality of the product



Yet, in spite of all the activity and worry evidenced by the cigar manufacturers, their thoughts have turned hardly at all to the packaging of their product as a means of increasing sales. With the sole exception of the introduction and general adaptation of transparent cellulose wrappings, their packages have remained essentially as they were twenty, thirty and forty years ago. With, it must in all fairness be noticed, a few outstanding exceptions.

Now there is nothing bad in an old package as such. There are many packages now on the market, in the grocery and drug fields, which have been changed little or not at all in many years. In some extreme instances the antiquity of the package actually serves to increase its prestige. But there is something very wrong with an industry's attitude toward packaging when the entire

tories) and for all the other trappings of heraldry.

Remember, the above is not a description of an exhibit of early nineteenth century prints. It is a scene to be found, repeated ad nauseum, on every cigar counter from Portland, Maine to Portland, Oregon. The only major change in recent years has been the addition of boldly printed labels announcing bargain values—an addition which has merely added one more excess of bad taste to those already there.

Were the purchaser to be confronted by one such package, he might be attracted by its oddity. Faced by twenty or more of them, his one experience must be that of utter confusion. Each package says so much that he cannot possibly read any of them. Each added label merely adds to the confusion. It is very much like witnessing a parade of a thousand gold



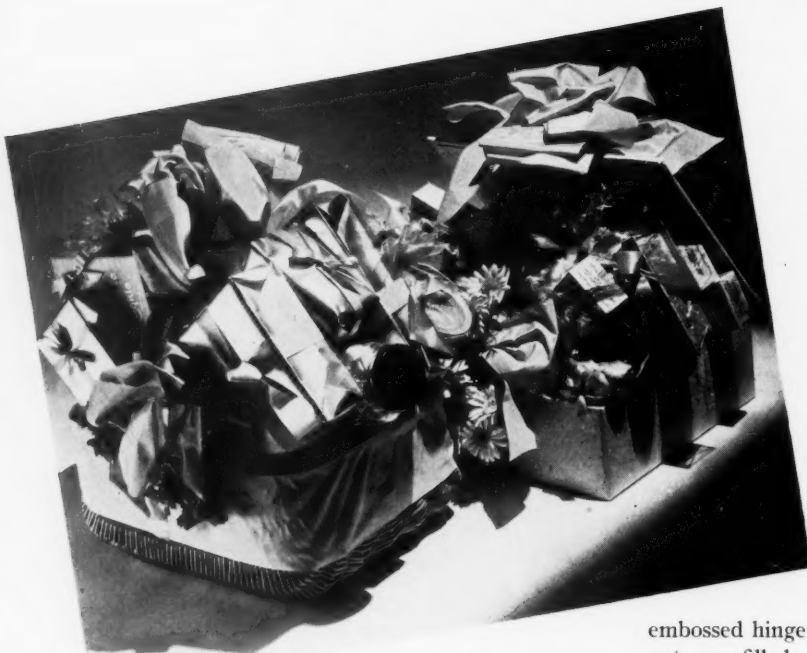
What happens to elaborate design when the dealer tears the lid off in order to prevent masking of the box as placed in the show case? Left, the box in closed position. Right, open, as the dealer shows it

industry holds to standards set back in the late nineties. Moreover, when such an industry is confronted by a declining market that can be replenished only by the attraction of new and young consumers, a failure to use packaging as one of the means of attracting attention and sales becomes even less understandable.

Consider the typical cigar package, remembering always the few exceptions. It consists of a highly embossed and elaborately printed band, a transparent cellulose envelope or wrap, which is usually unprinted, and a wooden box covered with from three to as many as fifteen elaborately printed or lithographed labels. Full color lithography is the rule rather than the exception. Gold literally drips from every label—on coats-of-arms, medals, borders or shields. If none of these devices are used, gold still finds a prominent position as a general background for other printed or lithographed effects. Embossing, too, is highly in favor as is the banknote style of scrollwork. Lettering and artwork is of the old school, great favor being shown for reclining women in voluminous drapery, for elaborate portraits of famous statesmen (usually with backgrounds depicting the scenes of their vic-

braided admirals—their individual glamour is lost in the general glare. So it has become with cigar packaging. All the money spent on elaboration is wasted because everyone else is spending just as much or more. In a competition of bad taste, the excesses of one packager nullify the efforts of the other and all that remains is a heavy bill for the industry.

Contrast this situation, bred of tradition and inertia, with the possibilities open to the intelligent cigar-package designer. Taking advantage of the condition of his competitors' packages, realizing that his aim must be to attract new consumers even more than to hold old ones, he would cast tradition to the winds. If he chose to retain the cigar band, he would simplify it into a clean, identifying symbol. If, more logically, he chose to recognize the possibilities of the transparent cellulose wrap, he would eliminate the band entirely and print his identification directly on the transparency. Or, giving his ingenuity greater play, he might seek to add some slight utility to the identifying function now served by the band. One way of accomplishing this might be by using a small molded plastic pin which would (Continued on page 84)



Covered with simulated leather, embossed, the new Schrafft's steamer chests reflect quality and suggest convenient reuse

Successful Sales with "Steamer Chests"

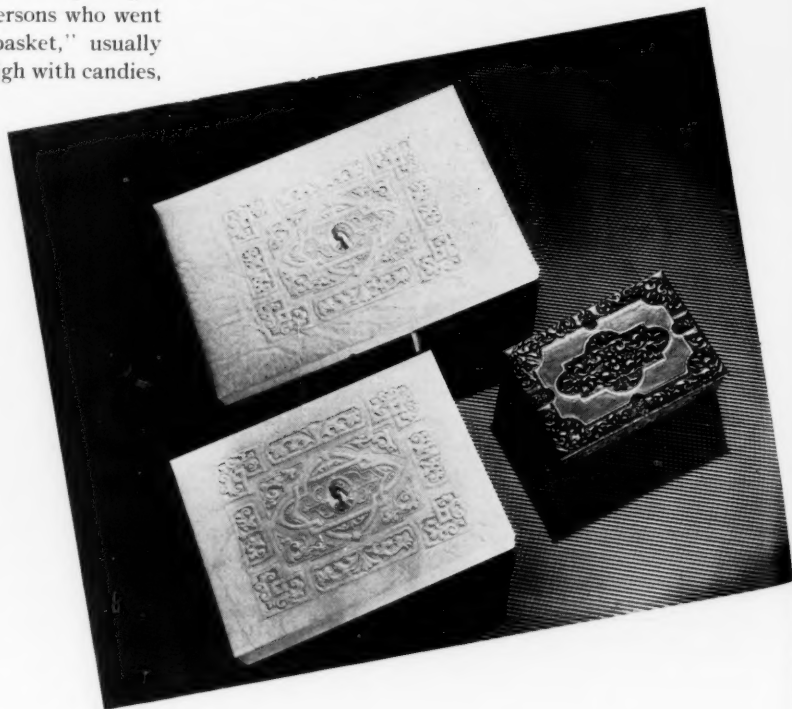
GIFTS for the departing traveler, always gaily wrapped, have recently written a new chapter in their packaging history. For years the accepted gift for those conservative and fortunate persons who went regularly abroad was the "steamer basket," usually brown, of tightly woven wicker, piled high with candies, bakery goods and nuts, and gaily tied with bows of wide satin ribbon in pastel colors.

The conventional steamer basket is still in some demand, say The Schrafft's Stores, the largest distributor of bon voyage gifts of candies in the East. There are still those customers who welcome the sight of these familiar baskets—for them the traditional style is continued but is dressed up to some extent in that the individual packages are wrapped in transparent cellulose. However, for those middle-of-the-road persons who wish to deviate ever so slightly from the traditional, there are now being

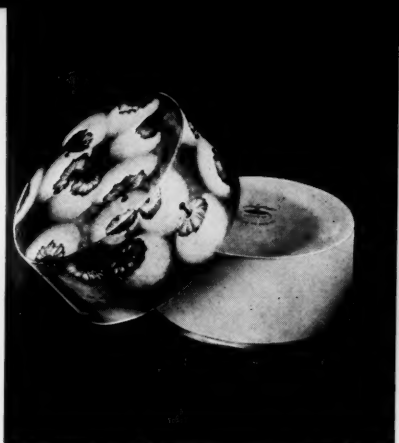
supplied silvered wicker baskets with large arched handles, to be used for holding flowers after the candy contents have been consumed or placed in other parts of the house or stateroom. To each is attached a boutonniere of daisies, attractive for wear on a lady's coat, or attractive if left on the basket as a permanent decoration.

But most successful are the comparatively radical "steamer chests," stoutly built, practical, heavy paper-board boxes, of light weight and covered with simulated leather, in ivory or brown, with handsomely embossed hinge lids which close down when the box is not overfilled. The boxes are extremely useful as store-aways for belts, gloves, ties, handkerchiefs or a dozen other things which might accumulate on a man's chest of drawers or a lady's dresser top. These are unprinted—the extreme in quality packaging. Only the tag attached at the time of delivery indicates the fact that they come from Schrafft's. Only the names of the candy company on the individual wrappings of the small boxes, jars of candy and marmalade, packages of cookies and other baked sweets tell the sales story.

In this chain of quality (*Continued on page 85*)



Package packed, Schrafft's baskets or "steamer chests" prove highly acceptable as bon voyage gifts



Coty, for its new "Air Spun" face powder adopts a re-use package. The customary paper drum has a urea plastic base which in after use serves as a convenient and colorful coaster. The cover wrap is in the familiar Coty design. A distinctive feature of the box is its casing of "Cello-top," a flexible covering—moisture-proof and soil-proof

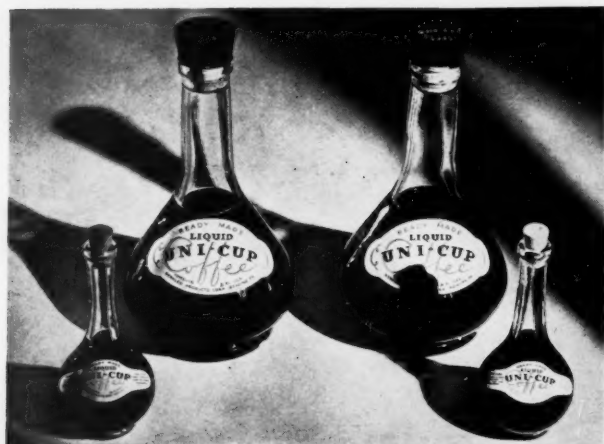
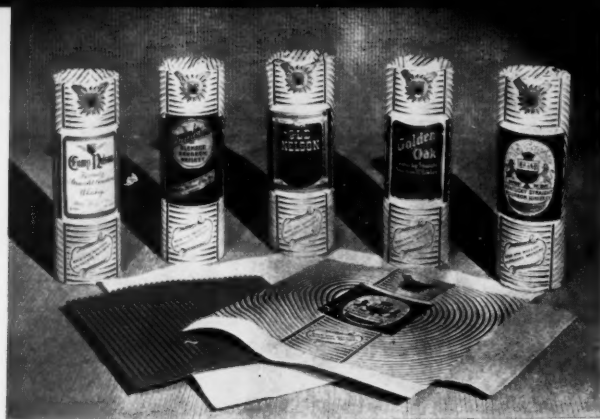


Mennen has created a new baby gift box, appropriately decorated and carrying a generous supply of essential products for the use of the future citizen. The baby chart is a convenient addition. This is to be sold exclusively through the drug trade. The box base is in light blue; the colors of the cover are pink and blue

MODERN PACKAGES

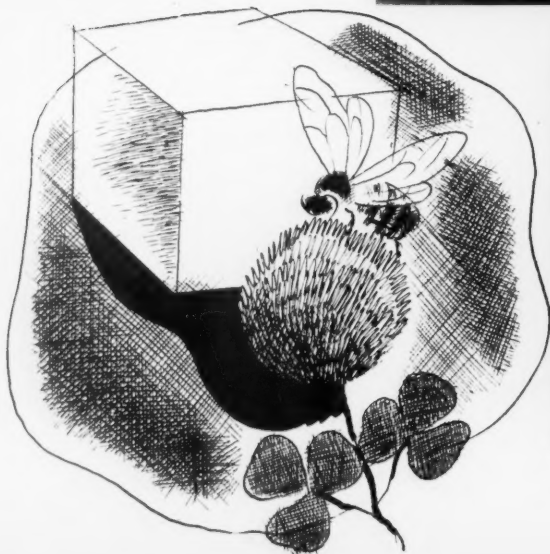


First of the Christmas gift packages to be presented by McKesson & Robbins for the forthcoming season is the "American Gentlemen's Set." Package is red and cover design and lettering are in gold



An improved bottle wrapper of plain or printed paper lined with a corrugated sheet. Designated as Champion and made by Hinde & Dauch Paper Company . . . The Uni-Cup package—it holds liquid coffee, a product of Berkley Products Corporation—is topped off with an Armstrong embossed top cork—easy to remove and reseal . . . Containers by Capstan, foil embossed labels by Tablet & Ticket on these "Ma Brown" pickles, put up by Squire Dingee Company . . . For comb as well as strained honey, says T. W. Burleson in adopting Owens-Illinois stock containers for its products

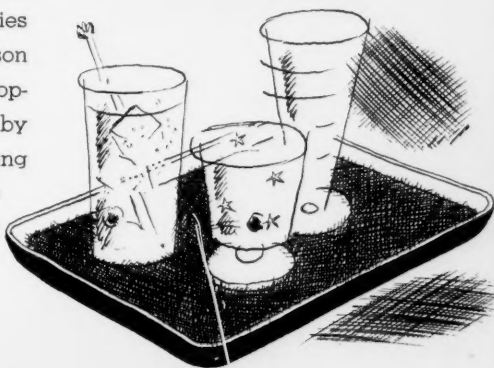
MODERN PACKAGES



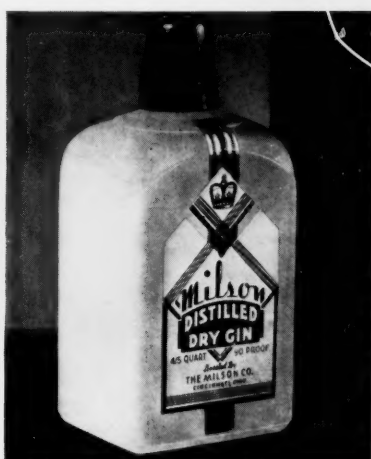
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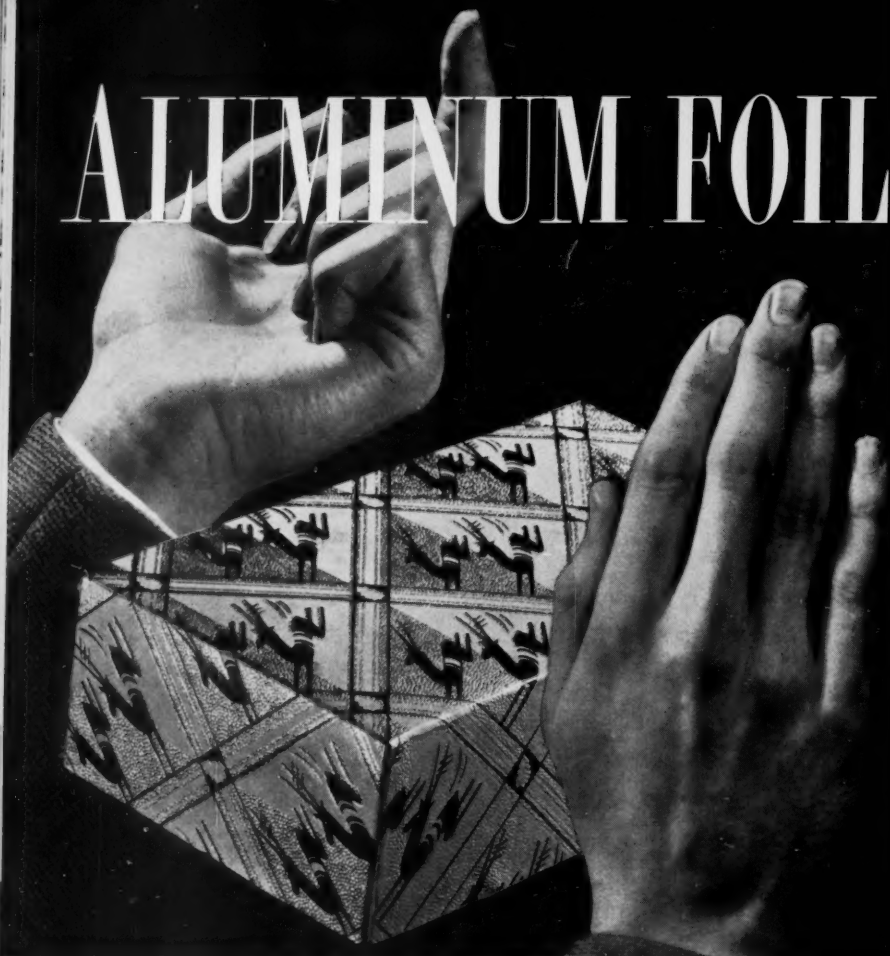
Popular choice decided the Humming Bird (Davenport Hosiery Mills) box, designed by George Switzer . . . For the Du-More ice cuber, Package Producers, Inc. designed a how-to-use box made by National Metal Edge Box Company . . . High visibility characterizes the Sanovan package designed by W. E. Wheaton Jr. for Cosmos Chemical Corporation . . . Heavy summer sales of "Boots" for Gloss Laboratories and consumer acceptance of Milson Distilled Dry Gin followed adoption of new packages designed by Owens-Illinois . . . Credit to Lang Fisher and Kirk, Inc. for the new Pistol Grip display that Fisher Brass, Inc. uses



MODERN PACKAGES

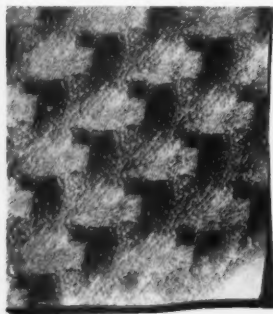


ALUMINUM FOIL *beckons!*

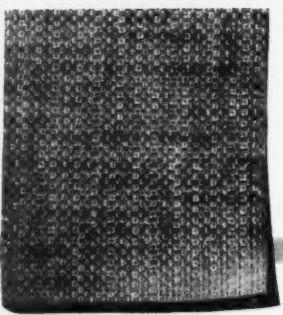
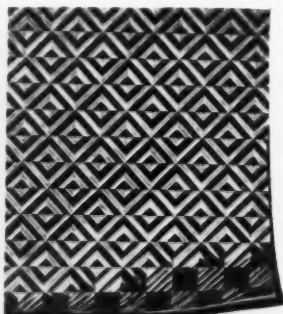


AND ALSO
wards off

YOU WANT *YOUR* PACKAGES TO DO BOTH



New Christmas
designs. Ask
for samples.



It's a curious thing about this remarkable packaging material, that it can have both "Come-hither" and also "No trespassing" in its gleaming smile.

When you liven up your package with sparkling Aluminum foil, it beckons customers with a magnetic "Come, look at me." The brilliance catches and uses every ray of light to glorify your product in showcase or on counter or shelf. It adds eye-appeal and buy-appeal.

Equally important: Alcoa Aluminum Foil keeps *away* enemies of product quality. The metal shield bars out light; turns *back* radiant heat; moisture cannot pierce the armor, either to get *in* OR *out*. It is "Friendly to Food," nontoxic, cannot affect color or taste.

For a packaging material with so many advantages Alcoa Aluminum Foil is surprisingly economical. It can be furnished in almost any thickness; plain, paper-backed or embossed. It prints and lithographs beautifully.

Tell us what your product is. We will gladly send samples of Alcoa Aluminum Foil appropriate to your use, together with estimate. Address ALUMINUM COMPANY OF AMERICA, 1829 Gulf Building, Pittsburgh, Pa.



ALCOA ALUMINUM

Easier to Open.

FRIENDLY TO FOODS



"THUMBS UP" VOTE JUDGE AND JURY

A judge and jury decide whether or not there shall be "repeats" of your brand in a home. Good advertising and dealer promotional efforts bring the first jar to trial in a home. Thumbs up, you "repeat." Thumbs down, you don't.

You *know* your product is good when you pack it. On the journey from plant to home the patented Alseco Rolled-On method of sealing assures hermetic protection; and the fact that Aluminum is "Friendly to Food," that an Alseco Aluminum seal can neither affect the food nor be affected by it, assures satisfaction with your quality, and a "Thumbs up" vote by the jury of the entire family.

The *Judge* is the housewife in her kitchen. If a jar is hard to open, hurts her thumb, she will vote "Thumbs down." But the Alseco Rolled-On method "tailors" the seal so perfectly into the glass threads that feminine fingers remove *this* seal easily. The Judge votes "Thumbs up" every time.

Alseco Seals are made in many types and sizes, a few of which are shown at the right. Let us tell you the full story of their advantages and economies. Write ALUMINUM SEAL COMPANY, New Kensington, Pa.



TRADE MARK



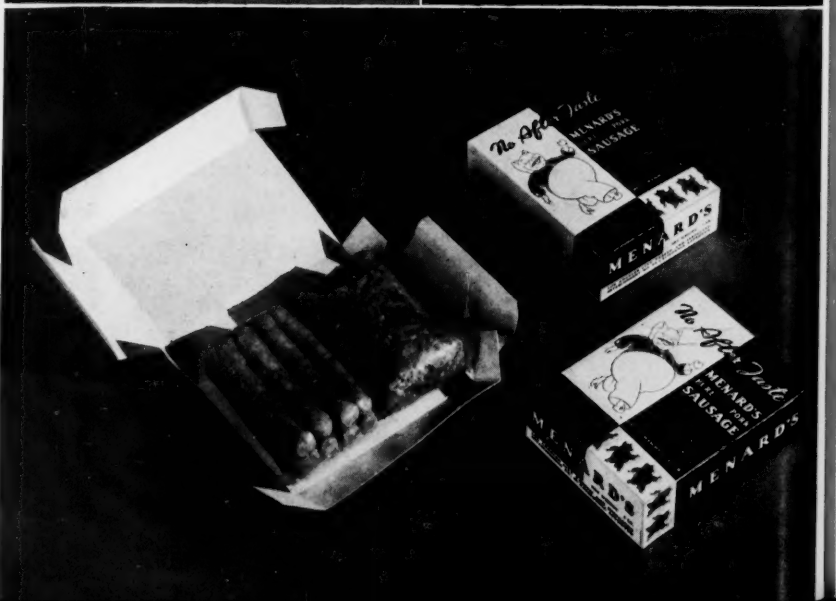
REG. U. S. PAT. OFF.

Alseco

SEALS AND SEALING MACHINES



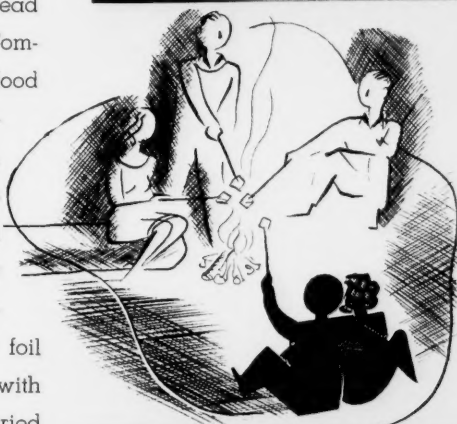
MODERN PACKAGES



Opposite page: Schrafft's always offers attractive, richly embossed wraps as applied to its candy boxes. Here is a selection of recent ones, together with those already familiar . . . Handy-Spout package for McCahan's sugar, as designed by Robert Gair, permits smooth pouring . . . See-through, both, are the packages which Bell Bakeries, Inc. uses for its Show Boat Croutons and Toasts. The latter incorporates a printed transparent wrap furnished by Milprint . . . To facilitate handling of Menard's sausage, Walton B. Crane has designed the folding box shown



On this page: For Continental, George Switzer designed a tailor-made effect with increased legibility, and retained the color and decoration of the former bread wrappers . . . Shefford Cheese Company combines its Chinese food products in a window, transparent wrapped, carton . . . E. H. Edwards Company claims to have originated the first printed transparent cellulose bag for marshmallows. Now that company "scoops" with a metal foil bag . . . Family resemblance with other packages of its line as carried out in the new bags used by International Salt Company. Old packages are in the background.



MODERN PACKAGES





At left: The Waterbuck raincoat—of Bakelite textile—has been placed on the market by the Arrow Importing Company, and is packaged in a paper tube container. Two of these are shown against a background of the raincoat itself

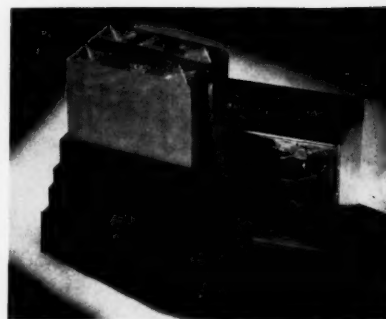


Right, reading down: Metal foil labels are applied to these molded Durez containers recently introduced for its line of cosmetics by Frances Woods Products. Molded by Norton Laboratories . . . Screw top, straight cylindrical form, of moisture resistant Durez and supplied with applicator is this new vial, molded by Wheeling Stamping Company . . . A molded phenol base, divided into two parts by a paper partition, serves as a case or stand for two decks of playing cards. The top is of paper board, covered with an embossed metal foil

MODERN PACKAGES



Below: Beauty Box vanity kit is made of Bakelite cast resinoid in amber yellow or black onyx by D. Lisner & Company. It is an American copy reproducing every detail of the Italian real tortoise shell original, which retails for more than \$100



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EASIER TO SHOW AND SELL

PACKAGING for men is making definite progress, and each year brings forth new efforts on the part of astute merchandisers to interest the male buyer in that wearing apparel which he would purchase ordinarily but which he will buy faster if it is presented in attractive fashion—which of course means in a package.

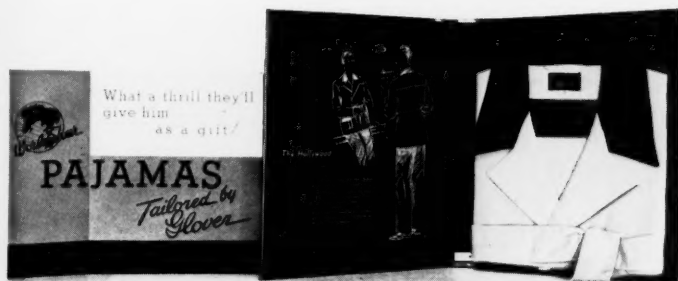
The Glover Company of Dubuque, Iowa, sensing this trend, last year undertook the packaging of its holiday line of men's pajamas. The results of that attempt were so encouraging that the company has developed the idea still farther for this Christmas season, at the same time improving its package because of that experience which proved decidedly advantageous.

"The unusual package that we have developed," writes Alan H. Graves, advertising and sales manager, "is the folder type illustrated. The outside is smartly designed in a glossy red and black without any other

the other; or coat, trousers and lounging robe to match, mounted on the two inside panels, as illustrated. This gives us—and our dealers, too—a chance to increase the unit of sale.

"All men's pajamas are folded uniformly so they'll fit the dealer's show case. This gives a limited opportunity for styling except around the neck and on the front because that is all of the garment the purchaser sees. As a means of overcoming this limitation we have designed a package that shows the garment folded in the conventional way, and also illustrates how it will look *when it is worn*. This permits us to style and show pajamas with such unseen features as the popular shirred back, fancy sleeves, long jackets, etc. Obviously, it adds to the salability of the garment at the same time that it opens up for us a whole new field for designing as applied to this type of garment.

"Still another package that we are introducing this season is the hinged box which will hold a regular fold pajama, folded once again in the middle. This is in the red top, black lower portion and dull black lining that characterize the (Continued on page 58)



decoration. The inside is a dull rich black which sets off the merchandise beautifully. The result is a gay rich effect that suggests fine merchandise for gift purposes. Inside the folder the garment is ingeniously mounted so that part appears on the left hand panel and part on the right. As the folder is opened up, therefore, the entire suit is displayed right before the customer.

"Pajamas are usually sold as a two piece suit—coat and trousers. As a result of our folder packaging we were able to promote a three-piece pajama suit—coat and trousers mounted on one panel and cocktail jacket on





SHORT CUTS FOR HOUSEWIVES

MANY products there are which provide a short cut for the busy housewife and enable her to side-step the job of mixing various ingredients which are required for cakes and such. While her grandmother and perhaps her mother would spurn any method that substitutes for home measurement, she places a high value on her time and also realizes that excellent results can be obtained through the use of such preparations. "Just add egg and milk" or similar instructions mean that she can devote more of her day to pursuits other than cooking, and this way of doing things is decidedly on the up-grade if one can credit the progress made in the sale of packaged, ready-mixed flours and like preparations.

But there is the urge to further simplify. Responding to this impulse, the Flako Products Corporation, in designing a new package for Cuplets—a cup cake

mixture—has included in the carton a dozen paper cups. So, not only does the lady of the kitchen have the ingredients in convenient form, but there is no fuss and bother about pans and greasing!

As may be seen in the illustration, the Cuplets mixture is packed in the lower part of a sealed carton, in a waxed paper bag. The upper part of the carton, visible through a transparent cellulose "window," carries the decorated paper cups. A ten-ounce package which makes twelve full-sized cup cakes.

There is something, too, in the fact that the package gives a "big value" appearance, aside from its attractiveness which tells, all at a glance, what the product is and what it does. And it doesn't take much imagination on the part of the lady who sees it on her grocer's shelf or counter to realize that the package has been designed to save her time and serve her convenience.

EASIER TO SHOW AND SELL

(Continued from page 57) line, and is a rich appearing package. It takes up but little space on the counter. For a more complete display of the garment in the box, the pajamas can be opened up and displayed in the full size fold. This box has the advantage of being useful

after Christmas as a make-up box or a box for hosiery, handkerchiefs, bridge tallies, cards, etc.

"Such unusual packaging sets a line apart from the conventional line. It adds distinction, news, even romance. It lifts the product up out of the rut of price competition. Its advertising arouses the dealer's interest and makes it easier for our salesmen to show and sell the line."

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Two different colors of phenolics are here molded with a single operation in one mold. A box of one color, with base and cover of another, is the happy result

AT last, someone has made a plastic razor package that is more than a box. It holds your razor and blades, and provides a safe depository for used blades—both in one. Its on-end design makes it distinctly practical because it will stand on the narrow ledge of the wash basin while in use and occupies but half the space of conventional razor boxes on the bath room shelf. Men will like this and rejoice.

When Cooper & Cooper, manufacturers of razors and blades, decided to create a new package for their product, they went into a huddle with all sorts of boxes. Paper boxes, wood boxes, metal boxes and boxes of plastics were examined with a healthy skepticism regarding each type.

"Whatever we use," said Leon Cooper, "it must be more substantial than paper and have a finish that is permanent and easily cleaned. It must not warp, chip, rust nor tarnish."

"Then it looks as though it will be made of plastics," agreed brother Harry. "But why make it an ordinary box? That has been done in other materials. Besides, there are three or four razor packages in just such plastic boxes now on the market. Let's make it a practical razor kit—and do it right."

At this point, Eleanore Groos was called in to study the problem and submit designs. She tackled the job from a merchandising angle, considering first the utility value of the container under actual home conditions, which, after all, is the real test of buying appeal. This gave it

upright design to increase convenience and conserve space. Next, she considered color appeal and since she was designing for plastics there was an ample range of colors from which to choose. Two rough sketches were submitted with approximate costs. After one of these basic designs had been chosen, colored drawings were made to determine proper color combinations and their relationship to size and shape. Models were then made and checked for buying appeal, counter and window display value. Dealers' opinions were solicited. The final model proved to be not a razor blade box, but a practical container for a completely assembled razor, a package of blades and a safe place for disposing of old blades for the time being at least.

The new Cooper Razor case consists of a cover, center and base, all molded at one time in a three-piece mold. The base fits snugly and can be removed only by a rugged pull. The cover fits with close tolerance but is easily removed. This manner of construction permits an attractive combining of color with the cover and base in pleasing contrast with the main body of the case. Molding colored material and black in the same mold at the same time requires a rather high degree of molding technique. Shrinkage varies between the different colors, yet the base of the case must fit tightly for semi-permanence while the cover must have only a comfortably snug fit for easy removal. The design is smart and modern, and design patents have been applied for. Color combinations are red and black, green and black, and brown and tan. By alternating color combinations so that some have a red base and cover with black body, while others have a black cover and base with red body, six different combinations are available at no additional cost.

Boonton Molding Company did the engineering and molding. The phenolic used is Bakelite.



Improved Shelf Appeal for Dog Foods

AMONG the precepts included in the lexicon of the journalist is the admonition that "dog bites man" is not news, whereas "man bites dog" is decidedly an eventful occurrence. Now there is nothing novel in the fact that dog foods are placed in packages, but when a popularly known manufacturer decides to change the designs of his packages—well, those of us who seek the reasons why, and want to know just how the new designs differ from the old, sit up and take notice. That is news of the most substantial sort, and takes its place in the history of merchandising of which packaging forms such an important part today.

Dog lovers are not apt to palm off inferior foods on their pets, willingly at least. They seek nourishing,

properly prepared products which can be depended upon. And the manufacturer of such quality products appreciates that he can add substantially to his promotional efforts by showing those products in packages which not only serve as reminders of past performance but attract the attention of new buyers. Recognizing, then, the value of better shelf appeal, Chappel Bros., Inc., of Rockford, Ill., is redesigning its entire line of packages for the retail trade.

The first of the new family group to make its appearance on the market is a five pound carton of dog biscuits, replacing the bag shown in the accompanying illustration. This new carton is a pleasing combination of buff and deep red, enriched by a coat of varnish. The same design motif is being adapted to can labels, and the entire design program is being handled by D. R. McDavid, well-known Chicago designer.

Also shown are the old and new labels for Maro-Meat. In a survey of retail outlets conducted by Mr. McDavid, it was found that the diagonal band was a most simple yet uncommon pattern for can labels. The plan of coordination in general is to carry through a special buff color at the top and change the dark color at the base with each type of dog and cat food.

The design motif is taken from one of Chappel's old cartons, as shown in the lower left hand corner of the illustration. The new carton at the right was reshaped to give the appearance of being larger than the old, at the same time forming a more pleasing proportion. The greatest improvement, however, does not show in the illustration because the change is in the color scheme. The harsh yellow, reds and blues of the old carton created an atmosphere of cheapness. The quality effect gained by simplifying and refining the color scheme makes the new carton appear to be worth twice as much as the old.

Three types of dog biscuits formerly selling individually under different names have been combined under Ken-L-Biskit. The descriptive text in the circle is changed for each kind.

W. H. Alexander of Chappel Bros., Inc., reports a most enthusiastic reception from both salesmen and retail outlets. The new labels and cartons illustrated are printed by the Franklin Printing Company.

Here, as with many redesigned packages, we find full advantage has been taken of the "recognition value" of the former packages by the retention of certain elements which are familiar to the regular customer. Such changes not only have the effect of holding the latter but also of building sales among prospective buyers of the products so packaged.

Simplification and refinement of color scheme, with a rearrangement of elements, in the new packages for these well-known dog foods met with enthusiastic reception from dealers and consumers



NITROCELLULOSE LACQUER



Point-of-sale retailing today requires that your products' packages reach customers in untouched-by-human-hands freshness.

To achieve this, use nitrocellulose lacquer. Lacquer prevents water and grease spotting; this tough, transparent protective film is proof against these merchandising enemies. (Note the test to the right; better, try it yourself.)

Lacquered surfaces withstand chafing and scuffing, they don't stick together. Lacquer brightens, intensifies, protects colors. On labels, wrappers, cartons use it for more sales, less repackaging.

This test shows the discoloration caused by dropping slightly dirty water onto both the lacquered area to the left and this white unlacquered area.

Your packages likewise can become discolored and spotted if not lacquered.

LACQUER prevents discoloring and spotting.

HERCULES POWDER COMPANY
INCORPORATED

WILMINGTON • DELAWARE



I

AM INTERESTED IN NITROCELLULOSE LACQUER FOR USE

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The Consumer Takes His Choice



Prune juice is offered in glass and tin containers of assorted sizes by the California Prune and Apricot Growers Association. The consumer is sold whichever he prefers.

NEW tin containers in assorted sizes and established glass containers, as developed to date, now take advantage of the chief types of demand which have been created for Sunsweet Prune Juice.

The new four-ounce glass bottle has been designed for the "individual service" outlet. In this trade, found principally in the better hotels and restaurants and in dining cars, the consumer seeks and appreciates a service in which the original package is brought to his table directly from the ice box and its contents poured before him. The new ten-ounce bottle shown is an introductory package that complements the standard quart bottle in which the bulk of this trade has been developed. All of these containers are of the same attractive design of dark emerald green glass that have become synonymous with the term prune juice in consumer consciousness throughout the nation.

While the California Prune and Apricot Growers Association finds that Sunsweet prune juice continues to enjoy increasing appreciation in the glass pack, it has been fully aware for some time that the product's conspicuous merits as a health food deserve the even larger consumption that probably awaits its introduction in cans. The problems involved in this type of packaging have been solved and the association is now introducing prune juice as well as other prune products in tins of the sizes shown in the accompanying illustration.

On the labels used on the new tin containers the bull's eye—lettered in yellow

on a black background within a red circle—carries, in each case, the name of the type of product contained. It was the feeling of the association that the bull's eye attracted attention first and, because of its color contrast, would be read first. At the same time it was possible to secure a design which while modern is still not bizarre—the design bespeaks quality and at the same time is conservative. The background of the label is gold, with white bars dividing the display into horizontal panels. Red bands, with white lettering, frame the upper and lower portions of the label and carry, respectively, the trade name "Sunsweet," and the designation of the product. Vertical panels, which do not appear in the illustrations, carry a promotional story of the product on one and a recipe on the other. These are not seen when the containers are displayed on the dealer's shelf or counter so that a poster effect is attained.

Contrary to the usual custom, any vignette displaying dishes of prunes has been eliminated with the idea of making the design as simple as possible.

It goes without saying that this plan of offering both glass and tin containers puts an end to any controversy so far as the desires of consumers are concerned. They may now obtain either or both types of containers when buying Sunsweet Prune Juice. The association has paralleled each glass package with a corresponding package in tin. The latter was developed after a considerable period of experimenting, and then came the problem of distinguishing the various products and at the same time carrying through some brand motif, the results of which are shown in the illustration below.



A variety of prune products are now distributed in tin containers. The "bull's eye" in the center of the label carries the name of the product

EDITORIAL OPINION

TAKE ADVANTAGE NOW

The far-sighted manufacturer of packaged commodities will do well, we believe, to give careful consideration to a condition which exists in that particular branch of the capital goods industry with which he is intimately concerned. We refer to the business of packaging machinery manufacture, which right now is facing a situation unparalleled in history—that of approaching the limit of its production facilities.

It is not difficult to appreciate why this is so if we consider the facts that have been in evidence during the last four or five years. First of all, in comparison with other groups in the capital goods industry, packaging machinery has maintained a higher production level, and this has permitted a greater spending, proportionately, in the development of more efficient and improved machines. The basic reasons for such production are two: First, relatively speaking, packaging machinery does not require a big investment; second, the great strides made in merchandising during the depression period have called for improved packaging methods, and in these packaging machinery has played an important part.

Practically all of the manufacturers of packaging machinery have brought out new types of machines and improved their old ones during the depression—a fact which has probably stimulated sales to some extent. Within the last three years there has been a very marked improvement in the types of machines offered, and this has had a definite effect on sales.

Even so, there is still a great deal of obsolete packaging machinery being used, and, up to this time, a considerable lack of confidence on the part of equipment buyers, although this is fast passing if one can credit the number of inquiries which are being received by package machinery manufacturers. Potential users are realizing that they are on a new competitive basis, and the cost at which their merchandise can be produced for retail distribution is of tremendous importance to them, particularly at this time.

So far as we can determine, the packaging machinery industry is operating at about seventy-five per cent of its productive capacity. If prospective business can

be credited—and this seems to be beyond question—it is quite evident that the remaining twenty-five per cent, or the additional amount of production available, will be entirely inadequate to meet requirements. Consider also that there are only a limited number of concerns in the country capable of producing the intricate machinery involved in most forms of packaging. Similarly, there is a shortage of experienced and skilled help, and a question also if a sufficient number could be obtained at the present time to increase the capacity of the existing plants to the figure required. Should such a situation arise, it means more difficulty encountered in the delivery of perfect machinery and delayed shipments, for, under pressure that would naturally result, conditions of manufacture and delivery are never as good.

It would seem, then, the height of folly for those companies who are financially able to purchase and really need packaging equipment not to take advantage of the present situation. The package machinery manufacturers are, as we see it, "sitting pretty" in their anticipation of replacement business and new accounts, especially those who have spent their "leisure years" preparing for the demand that was bound to come for improved equipment, higher speed and greater efficiency in operation and upkeep.

Better check over that list of contemplated replacements and order such packaging equipment as you may require, now, before your competitor's requisition is placed. For deliveries can only be made in accordance with the available facilities at your manufacturer's plant, and his limit may be reached any day now.

Anticipating a heavy demand—for the packages entered in last year's All-America totalled over sixty-two hundred—we have had an ample supply of entry blanks printed. Perhaps you have mislaid the one sent you, included with the August issue which carried the first announcement of the competition; maybe you will wish to enter more than one package. In either case, additional blanks are yours for the asking. The line forms to the right or the left—wire, phone or write your requirements, and we will forward your supply by the earliest mail.

S. E. A. Chastain



"Come Up and SEAM Me Some Time!"

CELLOPHANE, SYLPHRAP, PROTECTOID, or KODAPAK—the seam is *stronger than the tissue itself* when made with MIKAH "CELLU-GUM!"

Ask DuPont, Sylvania, Celluloid Corporation or Eastman what they think of MIKAH "CELLU-GUMS"—and you'll understand why we had to build (and then expand) a special plant to manufacture these adhesives *exclusively!*

NATIONAL ADHESIVES CORPORATION

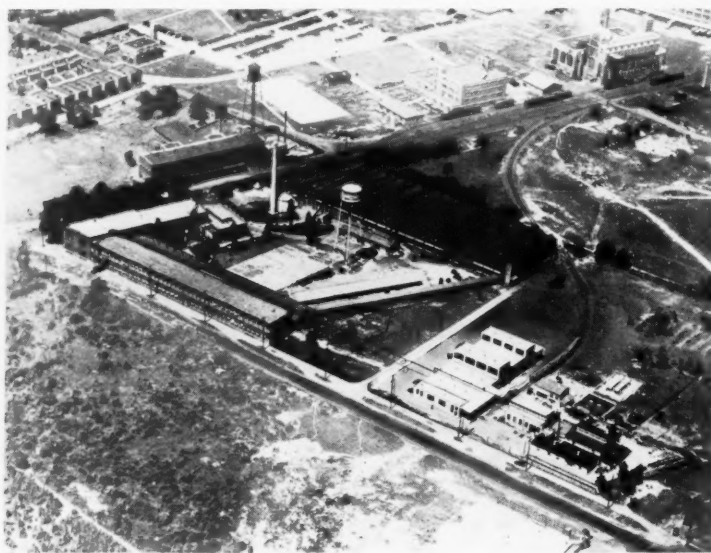
New York • • Chicago • • Philadelphia • • Boston • • San Francisco • • and All Principal Cities

Plants and personalities

The sixth annual **Packaging Conference, Clinic and Exposition**, sponsored by the American Management Association will be held during the week of March 3, 1936, at the Pennsylvania Hotel, New York. Activities will be under the direction of Alvin E. Dodd, executive vice president of the association. Roberts Everett Associates, Inc., has been retained to promote and manage the exhibition.

Shellmar Products Company has established the **Western Shellmar Products Company** with offices at 1311—63rd St., Oakland, Calif. The selling agent for the new company is the Zellerbach Paper Company which has sales offices in all of the principal cities of the Pacific Coast.

American Coating Mills, Inc., has recently opened a new office in the William Oliver Bldg. at Atlanta, Ga., under the management of J. Richard Roe. This office will specialize in the sale of folding cartons and clay coated boxboard in the southern territory.

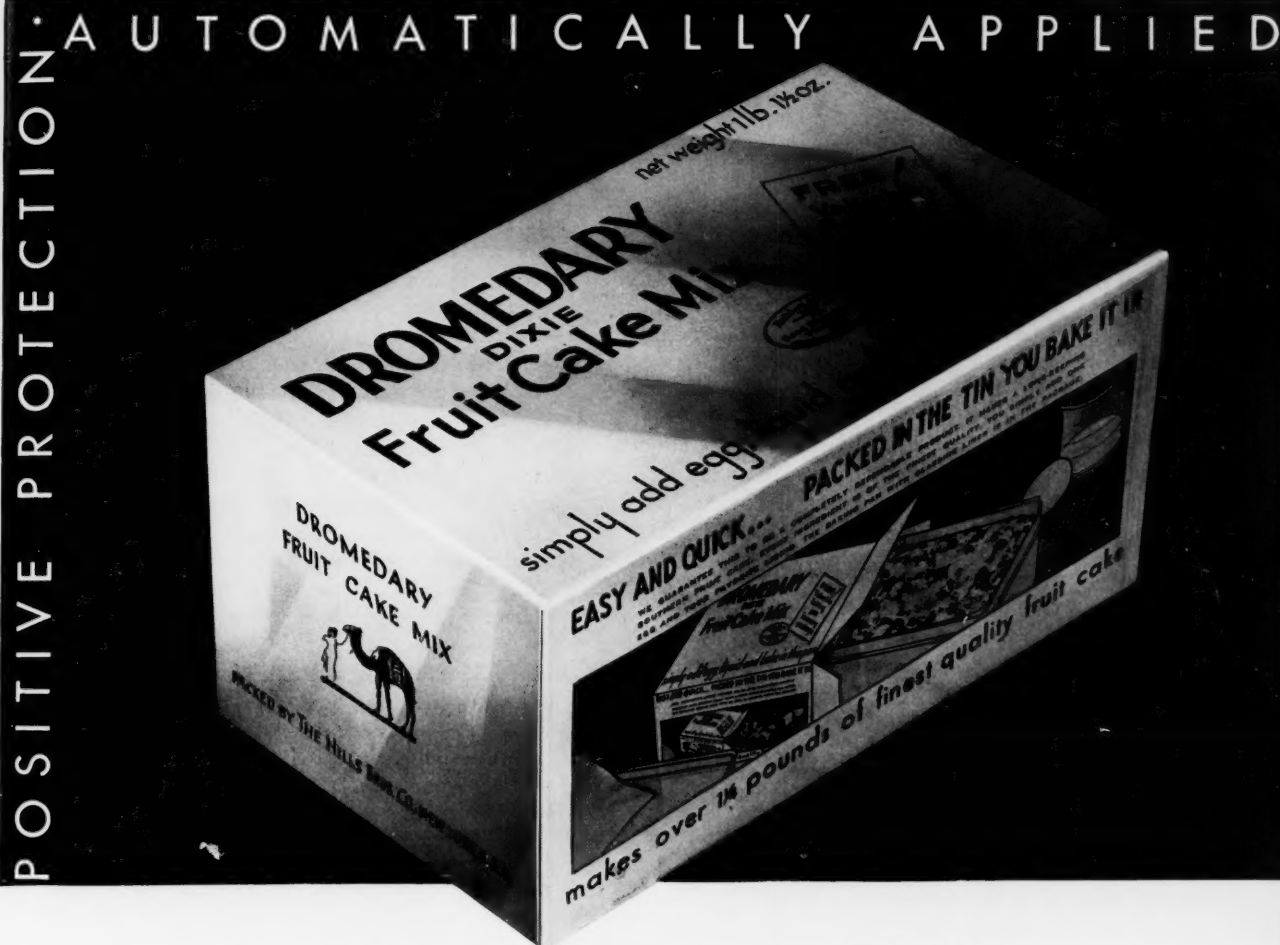
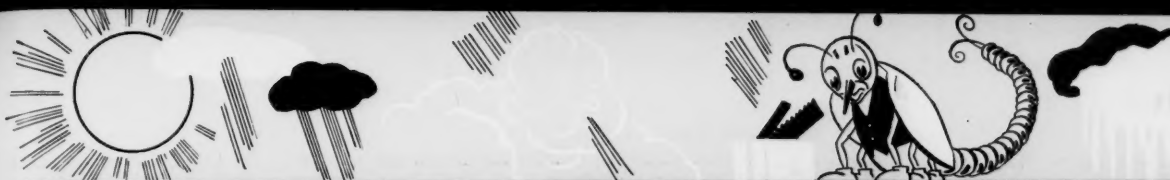


Stokes & Smith Company, manufacturers of paper box machinery, packaging machinery and resinous products, announces the completion of a \$50,000 addition to its plant at Summerdale, Philadelphia. The new plant and railroad siding are shown in the lower right of the airplane photograph here reproduced. This expansion is a result of increased activity in every branch of the Stokes & Smith business

The **Industrial Materials Exhibit** will be held on the Hotel Astor roof, New York, Oct. 21 to 26. Among the exhibitors listed are the Bakelite Corporation, Boonton Molding Company, Brown Company; in all, about thirty organizations will show examples of basic materials and supplies. Tickets of admission may be secured from any of the exhibitors, and it is understood that there is plenty to be seen which will be of interest to those concerned with packaging.

The **Premium Advertising Association of America** will hold a series of round table conferences at its semi-annual meeting to be held in conjunction with the Atlantic Coast Premium Exposition at the Hotel Pennsylvania, New York, Sept. 23 to 27, inclusive.

John E. Alcott, former design and marketing director of John Donnelly & Sons, Boston, has opened an office at the headquarters of the Associated Industries of



POSITIVE PROTECTION TIGHT-WRAPPED IN A PROTECTIVE ARMOR OF

A fine sheet of gleaming aluminum does the trick. Food products can now be automatically S&S Tight-Wrapped with a protective wrapper far superior to any other type of wrapper ever devised for the preservation of foodstuffs.

Complete proof is at hand that moisture can never penetrate or escape this new Tight-Wrapped package. It completely excludes light and retards temperature changes. It prevents sifting and insect infestation. Bugs cannot eat through it.

A notable product now shines pleasantly in this new kind of package. It is

extremely attractive and sales-provoking. The Hills Brothers Company use it to carry their Dromedary Dixie Fruit Cake Mix. This would be a highly perishable product in ordinary packages. It contains not only flour, sugar and shortening but also spices and a leavening agent, and even nuts and juicy candied fruits. It is Tight-Wrapped with Reynolds Metal Wrap on Stokes and Smith Equipment and many packaging experts predict that soon a host of other food products will be likewise armored for their march from factory to home.

An S & S Packaging Engineer will be glad to advise you. Write for a sample of this new kind of package.

STOKES & SMITH CO.
PACKAGING MACHINERY
PAPER BOX MACHINERY
Frankford, Philadelphia, U. S. A.

Massachusetts, 950 Park Square Bldg., Boston. After a year spent in the outdoor advertising field, Mr. Alcott plans to devote his entire time in the field of industrial design, specializing on package and product development. His studio-workshop will continue to be at Islington, Mass.

In addition to his continuance as art adviser to the Associated Industries of Massachusetts, an appointment he has held for the last 7 years, Mr. Alcott is a member of the Advertising Club of Boston, serving on the educational committee, and chairman of the Personnel Committee. He is also chairman of the Committee on Industrial and Civic Art of the Boston Chamber of Commerce. It is this committee that originated and sponsors Art Week in Boston, an event that has gained national recognition.

Celluloid Corporation has announced the following expansion in the organization of its sales department: E. W. Ward has been appointed director of sales of the Protectoid Division; W. K. Woodruff succeeds Mr. Ward as district manager of the Chicago office; M. Demarest has been appointed sales development engineer of the Protectoid Division and A. J. St. John has been appointed advertising manager. The above became effective Aug. 15.

Edward William Ward, except for a short period during the World War when he served in the United States Navy, attended the College of Engineering of New York University and specialized in chemical



E. W. WARD

engineering. In 1921 he graduated and subsequently in the same year he entered the service of Celluloid Corporation.

The long established policy of Celluloid Corporation to give its future candidates for key positions in the organization a thorough training made it necessary for Mr. Ward to juggle test tubes and chemicals in the

laboratories of the company for two years. He then served as an ordinary laborer in the manufacturing plant until he earned the position of assistant foreman of the Finishing Division. In 1923 he was transferred to the sales department as a correspondent where a thorough knowledge of plastics is essential; in 1927, to the position of assistant sales director of the Sheet, Rod and Tube Division.

Subsequent changes in the organization in the spring of 1934 opened other opportunities for Mr. Ward, and for a time he served as acting sales director of the Sheet, Rod and Tube Division and later in the same year as Chicago district manager. In this latter capacity he had under his direct supervision the sale of Celluloid and Lumarith sheets, rods, tubes, rolls, molding powders, Protectoid transparent packaging materials, chemicals, Amerith-Art Ivory dresserware and other fabricated specialty articles in the Middle-western territory of the company.

As district manager he proved his worth to the company and his store of knowledge in the plastics and packaging industries has qualified him for the important position he has now been assigned to as sales director of the Protectoid Division.

R. E. W. Harrison, chief, Machinery Division, U. S. Department of Commerce, has resigned, effective Sept. 30, to resume consultant practice to the metal working industries. Mr. Harrison will be associated with Eugene C. Clarke, with offices located at 1818 Packard Bldg., Philadelphia, Pa. The scope of his new activity will cover management, including design, manufacturing, and merchandising.

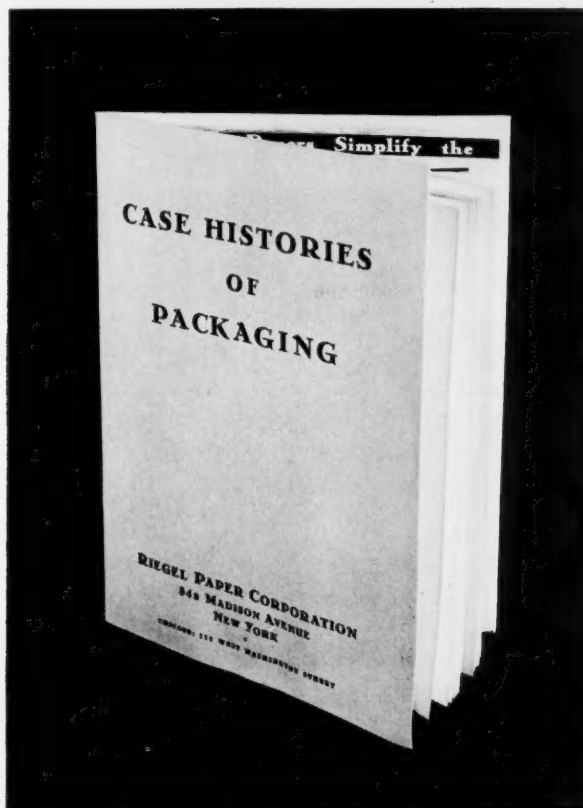
The new beer can developed by **Continental Can Company, Inc.**, made its initial public appearance on Aug. 24 when several thousand cans of beer were distributed to the citizens of Elwood, Ind., who attended the celebration marking the opening here of the company's fortieth plant. The cans are closed with an ordinary bottle cap, permitting the beer to be drunk from the can. The festivities were in charge of the city officials and civic societies of Elwood and included a horse show, a dance, a parade with numerous bands and floats, all signaling the community's welcome to the new industry.

The new plant will serve the requirements of canners of tomatoes and other vegetable crops in this section, and in addition will be provided with machinery for the manufacture of condensed milk cans.

Joseph B. Federico, package and product designer, has moved his office from Niagara Falls, N. Y., to 344 Delaware Ave., Suite 207, Buffalo, N. Y. Mr. Federico will concentrate entirely on design, one of the most important divisions being design as applied to plastics. A considerable portion of his work in the past has been in the silverware and automotive hardware lines. He is at present servicing leading manufacturers in many diversified industries.

How practical packaging

can increase sales



Do you know how other manufacturers develop their successful packages? Would you know where to turn if you had a packaging problem of your own? Would you like your package to maintain or increase sales and reduce your costs in the bargain?

Any manufacturer interested in those questions should read "Case Histories of Packaging." It is a portfolio of facts about some of the sales leaders in their lines. It tells what the problem was and how the package solved it.

If you have a packaging problem right now, are looking for a better packaging method or frankly, just trying to cut your packaging costs, have us send you this interesting portfolio. There is no obligation, of course, and your copy will be mailed promptly. RIEGEL PAPER CORPORATION, 342 MADISON AVENUE, NEW YORK, N. Y.

**"Case Histories"
Will Interest
You With Its
Concise Facts
About Many
Familiar
Products**

RIEGEL PAPERS

SEPTEMBER, 1935

67

FOR YOUR INFORMATION FILE

THISTLE micas and flints and Brocade micas and flints are the designations of four embossed lines of box covering papers just announced by The United Manufacturing Company. Each comes in twenty different shades.

FROM Package Research Laboratory, Rockaway, N. J., is available a series of bulletins relating to the Bruce All-Bound boxes developed by that organization for citrus fruit. The company also issues similar bulletins for other fruits, vegetables and industrial products.

A new series in fancy papers is Weavetex, announced by Hampden Glazed Paper and Card Company, Holyoke, Mass. Available in eight colors and supplied in 26-in. rolls. An embossed paper, in a small weave pattern, this new design meets a demand for box coverings and linings that are in step with present vogues in materials and decoration.

TO describe its packaging service which is composed of the Sanitape, Sealtite Uni-wrap, special machinery and contract machinery packaging divisions, the Ivers-Lee Company, 215 Central Ave., Newark, N. J., has issued a new catalog in which each division is comprehensively discussed and illustrated in separate sections. The book is spiral bound, handsomely illustrated and printed and contains a fund of information that is interesting to pharmaceutical as well as other product manufacturers.

INSTRUCTIONS for the installation, adjustment and maintenance of Bliss stitchers, as recently issued in a 22-page booklet by the Dexter Folder Company, cover a most comprehensive treatment of those subjects and are presented in a particularly useful manner. For instance, and it is believed for the first time, sketches of all the different types of defects in stitches are shown and these are cross-referenced with the text which describes the various parts and functions of the machine and their proper adjustment.

OVER one hundred and fifty different articles are now being placed in flexible paper tubes of which there are several styles and types. Midland Products, Inc., 3176 Brannon Ave., St. Louis, Mo., manufactures a complete line of such tubing, designated as Tip Top Tubes, made of paper, cloth, transparent cellulose as well as combinations of these materials. In-

formation on all types; a list of products on which the tubing can be used, with recommended types; specifications and table of prices are included in a bulletin recently issued and copyrighted by that company.

A 6-page bulletin in two colors has recently been issued by Alsop Engineering Corporation, 39 West 60th St., New York, describing the recently developed Hy-Speed Labelit and Stixit. Labelit is a newly constructed label paster; Stixit is a machine designed to press wet gummed labels onto bottles or other containers. Other Hy-Speed units described in the bulletin include filters, filter discs, mixers and bottle fillers.

ALDINE PAPER COMPANY, 333 Hudson St., New York, recently announced the addition of "Laidlon" to its many lines of unusual fancy papers. Laidlon, a new pearl paper, shows a most interesting crystal formation, never before produced on papers of this type. Individual glittering crystals interspersed between channels of minute crystals on a lustrous background of striking pearl formation, give this new paper an eye-appeal that cannot fail to attract attention.

Used on box covers it conveys an air of superlative quality, and simply must dominate and shine in any kind of display, because of its attention-getting characteristics. This paper is produced in white and four delicate tints, that will blend harmoniously with practically any shade of ink.

SIMPLIFIED PRACTICE RECOMMENDATION R161-35, Packaging of Automotive (Bus) Engine Parts, and Simplified Practice Recommendation R162-35, Packaging of Air Brake Parts, have been accorded the required degree of written approval by the industry and are effective from Sept. 1, 1935, according to an announcement by the Division of Simplified Practice, National Bureau of Standards.

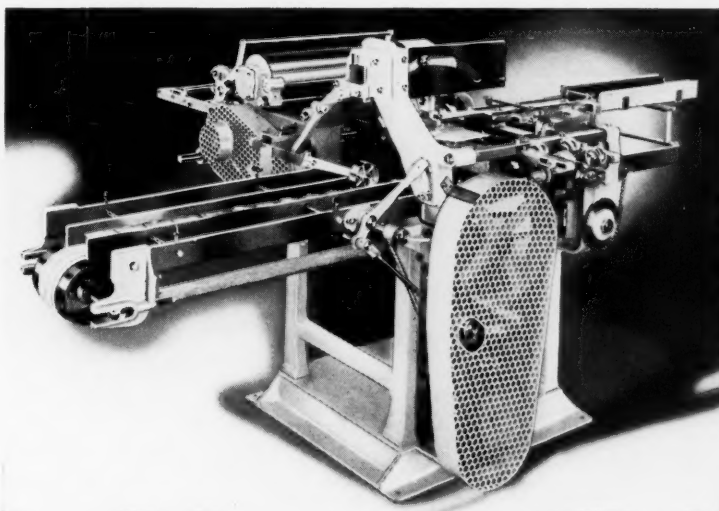
These recommendations, which were proposed by the American Transit Association through its Purchases and Stores Committee No. 2 on Standard Packages, list the number of units per package best suited for the requirements and convenience of the transit companies in storing, unit piling, inventorying and distributing parts for buses and electric railway cars. Attention is invited to the fact that manufacturers and distributors of parts may ship any number of standard packages in a shipping container.

The recommendation for packaging automotive (bus) engine parts covers 26 different items, such as intake and exhaust valves, pistons, connecting rods, bearings, etc. The recommendation for packaging air brake materials covers 28 different compressor parts and 16 different governor parts, such as gears, pinions, bushings, carbon brushes, valves, etc.

Until printed copies are available, complimentary copies of these Simplified Practice Recommendations in mimeographed form may be obtained from the Division of Simplified Practice, National Bureau of Standards, Washington, D. C.

This new low-cost Adjustable Wrapping Machine *is meeting with wide favor*

Now being used
for
Food Products
•
Cosmetics
•
Drugs
•
Confectionery
etc.



Wraps packages in glassine, "Cellophane," waxed paper, foil, or printed wrappers, cut from a roll. Printed material registered perfectly by Electric-Eye. Speed, 60 to 75 per minute. Handles a wide range of sizes.

This small, but fast, wrapping machine, introduced recently, is already being widely used. It meets the demand of manufacturers for an extremely versatile machine at low cost.

The FA handles packages from $1\frac{1}{2}$ " to 12" in length, 1" to 5" in width, and $\frac{5}{8}$ " to $3\frac{1}{2}$ " in height.

Uses any type of wrapping material in roll form. When printed material is used, the machine is equipped with an Electric-Eye registering device which locates the printing accurately on the package. This device is adaptable to printed transparent material and also to regular printed paper, foil, or other opaque materials. Since roll material costs less than cut-to-size sheets, an important saving can be made on material costs.

In addition to wrapping the usual type of carton, the FA can also wrap certain types of open boats in

transparent material—such as are used for confectionery products. It can also be adjusted so that one end-fold of the wrapper extends slightly over the edge of the package, making an easy-opening tab.

If you are wrapping your packages by hand, this machine will quickly show you a large saving. If you have old machines which should be replaced, here is an opportunity to do it at an unusually low investment and with a decided improvement in your production efficiency. Write for complete information.

PACKAGE MACHINERY COMPANY

Springfield, Massachusetts

NEW YORK - CHICAGO - CLEVELAND

LOS ANGELES - MEXICO, D. F., Apartado 2303

Peterborough, England: Baker Perkins, Ltd.

Melbourne, Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY
Over 200 Million Packages per day are wrapped on our Machines

Equipment and materials

NEW TWO-TUBE VACUUM CLEANER

A new two-tube vacuum cleaner to be used in plants where vacuum cleaning of bottles or containers meets the requirements has been recently brought out by the U. S. Bottlers Machinery Company.

This cleaner is a portable machine which can be moved about the plant and is placed at the beginning of the bottling line for delivering clean containers immediately to the filling machine. It is said to have a capacity of from 30 to 40 containers per minute, and is capable of cleaning bottles fast enough to feed some of the larger 5- and 6-tube filling machines. It can be adapted to the handling of various shapes and sizes of containers and may be equipped to handle wide- or narrow-mouth ware, also restricted opening bottles as well.

This machine is not the blower type of cleaner, but a straight vacuum type, involving the principle of drawing the air with the lint or dirt from the container, and allowing air to be replaced from the atmosphere. There is no possibility of getting condensation or oil in the container, which is the case when using a blower or some secondary means to create static pressure sufficient to cause an air current strong enough to remove the loose carton lint and other material into the suction current and



draw it from the container. This vacuum cleaner is a one-way unit and no contamination can reach the container other than the air which is in the room, and no more sterile condition can be obtained at any time in any plant.

In building this machine, the company has adopted the same portable stand used in the construction of its hand vacuum filler, and while there is a general resemblance in appearance, it is simply a vacuum cleaner—not a filling machine. They have utilized in this machine the high speed of feeding and operation developed in the hand vacuum filler.

This cleaning principle has been developed by the company and used successfully in conjunction with the well-known U. S. twin piston filler and cleaner. It therefore has a record of proved value and efficient service which cannot properly be claimed for any new principle of construction. It is the adaptation of a proved principle and successful operation to a need for a portable unit to thoroughly clean containers at or immediately adjacent to the filling machine used.

ENVELOPE SEALING MACHINE

With patent claims allowed, there is now being placed on the market the Sure Seal envelope sealing machine which has been developed by Schuyler Arnold of the Joseph Harris Company, Inc., Coldwater, N. Y., seed growers and packers. The machine was developed to handle a wide range of sizes from the small 2 in. envelope to a large catalog envelope, and has been in successful operation for three seasons.

Sure Seal is built in two models: A—adaptable to plants having a large variety of sizes and short runs, and adjustable from one size to another instantly, without tools; B—for limited range of sizes and long runs where quick adjustments are not necessary.

The feed table is at an angle to prevent contents from flowing to the sealing point. The feed is a combination chain and cushion rubber belt properly geared to work in unison. The operator places filled envelopes on the feed table face up and moves them to the point where the upper and lower feed belts grip them. They are then carried past the gluing roller—the flap turner—and into the electrically heated pressure pad. The

Blue Waltz Cosmetics



Blue Waltz, Inc., New York City, insert a pad of tissue-covered KIMPAK in their attractive display box to prevent rattling and disarrangement of numerous toiletries.

Kimpak

REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING

protects against shipping damage

● KIMPAK is so soft and light . . . can be used in so many ways . . . that hundreds of manufacturers now claim it the ideal protection for all types of merchandise. Blue Waltz, Inc., distributors of fine toiletries, use KIMPAK as illustrated. This is only one of KIMPAK'S many uses. There are dozens of others. One or more of them can solve any packing problem confronting you . . . KIMPAK is clean. It can be applied easily and quickly without muss. It protects against all forms of shipping damage, economically. KIMPAK is available in sheets, pads, and rolls of various sizes and thickness . . . It costs nothing to learn the convenience, safety and economy of KIMPAK. Send today for FREE sample portfolio.



FREE! 1935 Portfolio of KIMPAK

KIMBERLY-CLARK CORPORATION, Neenah, Wisconsin
Address nearest sales office: 8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City; 510 W. 6th St., Los Angeles.

Gentlemen: MP-9
Please send us 1935 PORTFOLIO OF KIMPAK.
Company.....
Attention of.....
Address.....
Our product is.....

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

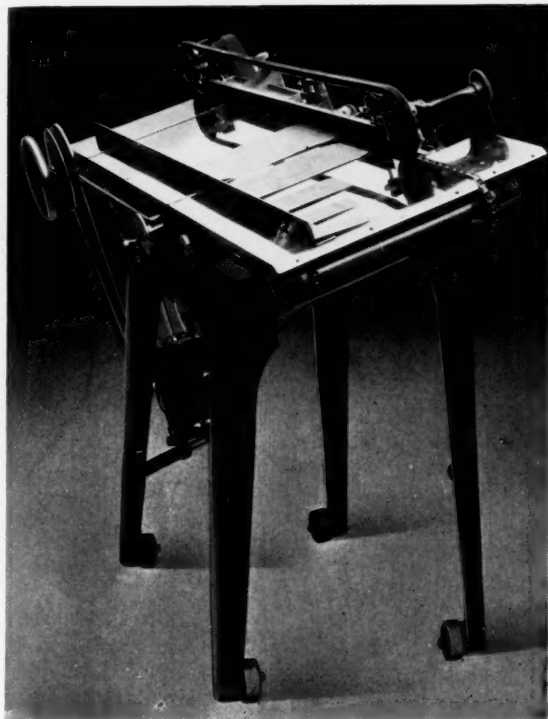
Sales Offices: 8 South Michigan Ave., Chicago 122 East 42nd Street, New York City 510 West Sixth Street, Los Angeles



WHEN competition for consumer buying is at stake—when the buyer leans over the counter and points a finger at the package of his choice, does he point at yours? Sales may be running neck and neck with competition but if the package hasn't that "come-hither and buy-me" look it doesn't register. Heekin metal containers, beautifully lithographed, may lift your product out-in-front in the race for business. Any color, all colors are perfectly reproduced. May we work with you? The Heekin Can Company, Cincinnati, Ohio.

HEEKIN
Lithographed
CANS
 WITH  **HARMONIZED COLORS**

pressure pad has three different temperatures and can be adjusted for heat and pressure so that the flap is dry and sealed tight when it drops from the machine. By the unique design of the glue pot, glue can be placed so close to the point where the flap turns on any type flap that the seal is practically sift-proof for the very fine seeds or materials. Cold glue (dextrin gum) may be used for ordinary envelopes. Envelopes of trans-



parent cellulose and similar material will require special glue. If hot glue is required, an electric heating unit can be fitted into the space prepared for it under the gluepot at slight extra cost.

The number sealed per hour will, of course, depend on the size of the envelope, type of contents and skill of operator. At the Joseph Harris Company's plant it is sealing up to 7000 envelopes per hour.

NEW PRISMATIC FILM

Extraordinary optical properties are possessed by a new prismatic film developed by the Optaz Manufacturing Company, 206 Broadway, New York. The film resembles ordinary transparent cellulose, being almost as transparent and as flexible. When a bright light is viewed through the film the light rays are separated into their primary colors—red, green and blue, producing remarkable and beautiful colored patterns symmetrically arranged. The decorative effects which may be produced by the film are spectacular, especially when there are a number of lights in the field of view.

As a wrapper for packages the prismatic film will

probably be limited to small expensive articles using a small amount of film per package. The natural satin finish of the film can be varied with background designs producing attractive results. The trade-marks and monograms associated with the packaged article can be embossed on the film with only a nominal charge for the special work. It is claimed that a customer will be influenced to purchase an article wrapped in prismatic film instead of a competitive article wrapped in the usual manner. The article might even be bought to get the wrapper by a person who knows of the brilliant light effects associated with prismatic film.

Ribbon for tying packages will be made of the prismatic film. The bow knots on a wrapped and tied package will give flashes of rainbow colors when properly placed in a retailer's window. It can be used effectively for window advertising. Signs can be printed on it as on ordinary transparent cellulose and pasted on show windows which become very attractive "eye-catchers" for the passer-by.

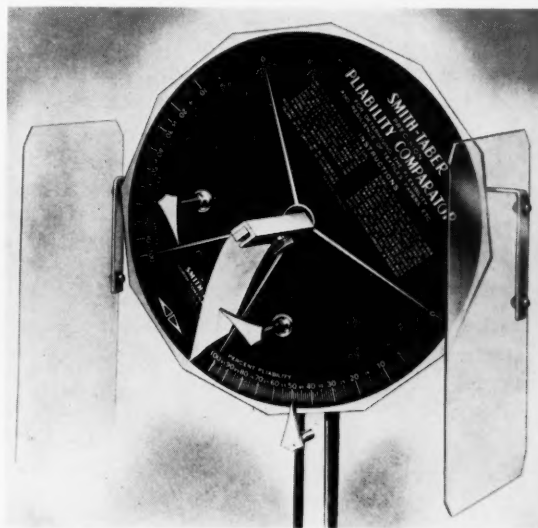
Curtains, lamp shades, valances, mirror borders, novelties, etc., can be made of this prismatic film with startling results. Interior decoration, exhibits, etc., would seem to offer a wide field for the film.

The base of the film is cellulose acetate and it is made in 100- or 1000-ft. rolls, 13 $\frac{1}{2}$ in. wide.

FOR FLEXIBILITY TESTS

The development of a Pliability Comparator providing a quick and accurate means of checking and controlling quantitative and qualitative factors relating to pliability of textiles, thin papers, transparent wrappings, suede leather and other light materials is announced by Smith-Taber, scientific instrument manufacturers, North Tonawanda, N. Y.

Included in its important uses and economies are the following: setting up and control of sizing operations; checking laboratory runs made in advance of mill pro-



duction; determination of the effect of various weaves and twists affecting pliability of fabrics; effect of Sanforizing and other shrinking processes on pliability of material; determining the most suitable thickness of transparent wrapping material for various sizes and shapes of packages wrapped by hand or automatic packaging machines.

The instrument is built to precision standards of accuracy and has no delicate parts to wear or lose adjustment during years of laboratory or shop use. It is quick and easy to operate and gives a check both with and against grain or warp and fill of material.

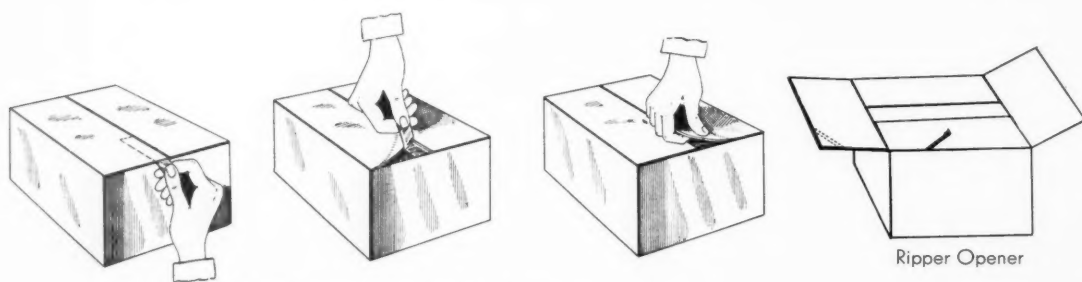
OPENERS FOR SHIPPING CONTAINERS

For years, shippers and container manufacturers have been seeking a simplified method for opening shipping containers. The recent announcement made by Amalgamated Container Openers, 157 E. 78 St., New York, that the strongest fibreboard or corrugated

addition the container can now be glued tighter than before which would benefit shipping departments that now apply only spot gluing so that the container can be more readily opened by their dealer.

The accompanying sketches show two of the devices recommended by the Amalgamated Container Openers, the Sesame Opener being the more unique and adaptable for both solid and corrugated containers, consisting of a strip of gummed tape applied automatically at the center of the inside closure flap. When the container is glued and sealed the tape transfers its adhesion to the stronger glue of the upper flap, this reinforcing the edge of the upper flap as well as being used in raising the corner of the flap by the tape extension which is spot-glued to the side wall of the container.

The single sketch shows the new Ripper Opener which is applied at the time the container is slotted, creased and printed. This is a simple device consisting of a strip of inking of a special design applied to the top of the inside flap. In the case of solid fibre boxes a slight indenture is made by the metal cut at the location where the inking is placed. With corrugated containers



Sesame Box Opener, showing method of opening

shipping container can now be opened in less than four seconds by a simple built-in device, would seem to meet the demand for this service.

As shipping containers are now constructed, there are but two methods of opening them. One is to cut off the top of the box with a knife or razor blade, and the other is to pry up a section of the outside flap sufficient to obtain a hand grip to rip the flap back. Both methods involve considerable time if the container has been properly glued. Some box factory officials and shippers recommend pressing down on the center of one flap and inserting the fingers under the other outside flap to pull it open. But other box factory officials and shippers, in larger part, advise that a properly packaged container cannot be opened in this way without the use of screwdriver, chisel or other prying instrument with its consequent ripping of cartons, denting of cans, etc. This is also substantiated in surveys with store owners throughout the country.

The contentions made by the inventors are that the container, with this modern device, can be opened quickly without slicing, denting or otherwise damaging the contents, without broken fingernails or personal injuries and without spoiling a good disposition. In

an indented strip or furrow is made by the creaser on the under side of the outer flap, this indented strip superimposing over the printed strip when box is glued. This allows the insertion of a small screwdriver or paper knife for readily breaking open the corners of the flap. Both devices meet the requirements of the Official Classification Board.

SEX APPEAL FOR CONTAINER ADVERTISING

A new and charming bit of femininity recently made her bow to the advertising world and readers of dairy magazines. The gal's name is Cora Concora, and she works for Container Corporation of America. Made entirely of paperboard, and created by Frances Poe, Cora Concora's purpose in life is to draw attention to the advantages of shipping butter in Concora solid fibre butter cases. The accompanying camera shot of Cora, taken by Hendrick Dahl, has caught her in the act of putting the finishing touches to a case of butter. This illustration is the first of a series for Container Corporation of America's campaign on solid fibre, corrugated

NEW Stanley Metal STRIPES

to GLORIFY
Holiday Packages

... STRIPE!

IN CONTINUOUS ROLL



Practical and Economical Package Decoration

• You can do wonders with a special holiday container, using these metal foil STRIPES of black and gold or black and silver! And at small cost. Stanley Stripes are a "stock-item": come in 100-ft. rolls. Easily applied to anything, they stay there. Bottles, boxes, jars, plastic articles, leather goods, toilet articles, etc. . . . are made distinctive. This idea PLUS a Stanley metal or Foil LABEL . . . special or stock design . . . makes a "knockout" package. Be sure to get Stanley's ideas on holiday packaging!

STANLEY MFG. CO.
Dept. M-9, Dayton, O.

Please send full details about Metallic Stripes; also other holiday packaging ideas.

Name

Address

City State

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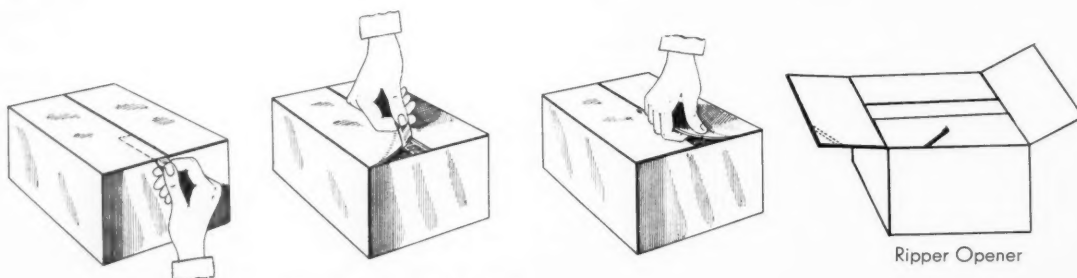
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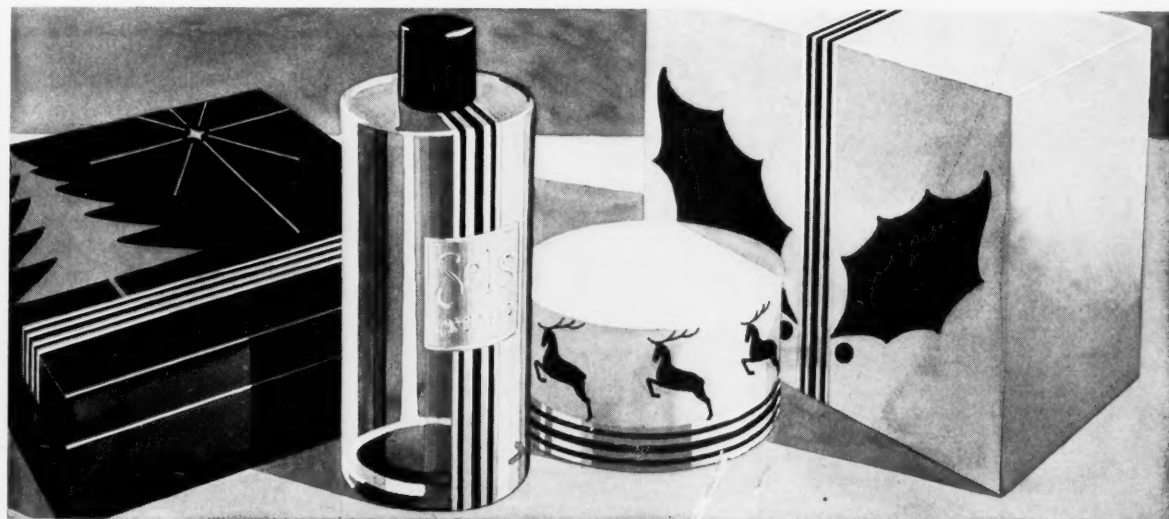
SEX APPEAL FOR CONTAINER ADVERTISING

A new and charming bit of femininity recently made her bow to the advertising world and readers of dairy magazines. The gal's name is Cora Concora, and she works for Container Corporation of America. Made entirely of paperboard, and created by Frances Poe, Cora Concora's purpose in life is to draw attention to the advantages of shipping butter in Concora solid fibre butter cases. The accompanying camera shot of Cora, taken by Hendrick Dahl, has caught her in the act of putting the finishing touches to a case of butter. This illustration is the first of a series for Container Corporation of America's campaign on solid fibre, corrugated

NEW Stanley Metal STRIPEs

to GLORIFY
Holiday Packages

...STRIPE! IN CONTINUOUS ROLL



Practical and Economical Package Decoration

• You can do wonders with a special holiday container, using these metal foil STRIPES of black and gold or black and silver! And at small cost. Stanley Stripes are a "stock-item": come in 100-ft. rolls. Easily applied to anything, they stay there. Bottles, boxes, jars, plastic articles, leather goods, toilet articles, etc. . . . are made distinctive. This idea PLUS a Stanley metal or Foil LABEL . . . special or stock design . . . makes a "knockout" package. Be sure to get Stanley's ideas on holiday packaging!

STANLEY MFG. CO.
Dept. M-9, Dayton, O.

Please send full details about Metallic Stripes; also other holiday packaging ideas.

Name

Address

City.....State.....

NEW



THE PERMANENT PACKAGE

MODERN PACKAGING

425



PACKAGE IDEAS from many fields

Thousands of new packages for the Permanent Package Exhibit in the offices of Modern Packaging are here. Enthusiastic visitors pronounce it the best and most comprehensive collection of materials and methods. The Exhibit is one of the services rendered by Modern Packaging.

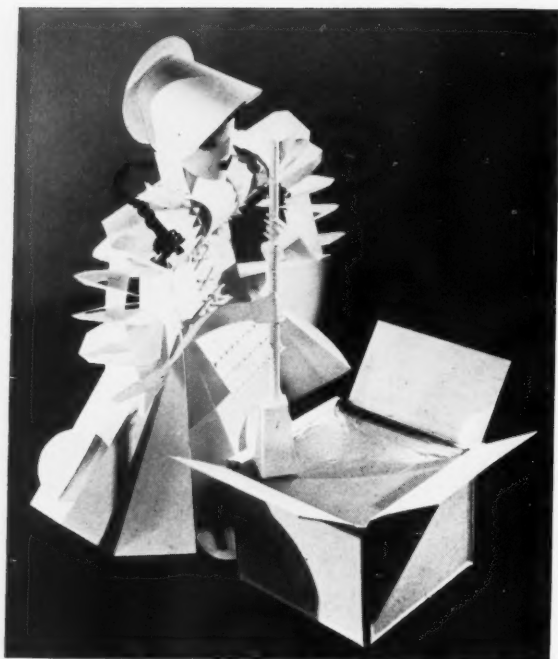
Contrasts of the old and new brought about by present selling conditions is an interesting feature of the Exhibit. Old packages in new, modern dress; old products and new joining the package army and a great variety of new packaging materials stimulate the flow of ideas and help solve packaging problems.

An outstanding feature of the Exhibit is the display of British plastic moldings. Nowhere else can this valuable exhibit be seen and studied.

Set aside an hour or two for visiting the Permanent Packaging Exhibit. There is no admission charge and you are free to browse around undistracted by any selling effort other than that in the exhibits themselves.

The best of the new ideas in packaging are here for your study and profit. Be sure to see them. You are always welcome.

EXHIBIT sponsored by
FOURTH AVE. NEW YORK



and folding cartons for butter. "What are you doing, my pretty maid?" "I'm packing butter, sir," she said, is the catch line for the illustration. The copy tells in no uncertain terms the four ways that money is saved by shipping bulk butter in Concora solid fibre cases. It is expected that the use of the feminine appeal in butter case advertising will go far to make the readers "Concora conscious."

SOLKACEL, one of the latest products made from Solka (purified cellulose), is described in a portfolio, which also includes samples, recently issued by the Brown Company, Portland, Maine. The samples represent three different types of Solkacel sheets which have characteristics that should prove of interest in the packaging field. The sheets are supplied in white, brown, natural and ivory.

Solkacel sews like cloth, is pliable, soft and prints readily. No. 250 White is said to have unusually high strength factors—tear, Mullen, tensile and fold. When thoroughly wet the tear strength increases to better than twice the dry tearing strength. There is also strong resistance to chafing, rubbing and wear. It will shed water but is not waterproof.

SCREW CAPPER SPEEDS PRODUCTION

The use of screw-capped containers for wines, has been spreading rapidly in the East. The convenience of screw-capped closures, both for the packer and the consumer, is self-evident. The variety of materials and designs available for screw caps provides pleasing variety in package design. In addition screw caps offer a simple means of identification of the respective brands and types.

B. Cribari & Sons, producers of San Benito and Sonnie Boy wines, have been among the first to recognize the obvious advantages of screw-capped closures and the public preference for them. They have been using such closures over a considerable period of time on a wide variety of wines with complete success.

One of the reasons for this success is said to be the installation of the Whirlwind electric screw capper, manufactured by the Scientific Filter Company of New York City.



"With this little electric capper we are sure that every bottle or jug leaving our plant is securely capped, with no danger of leakage or evaporation," says Angelo Cribari, who, with his brother, Anthony, operates the company's eastern branch, located in the Lehigh Starrett Building in New York.

"Since we installed the Whirlwind electric screw capper we have been able to step up the production of our new bottling unit to its peak. Hitherto we had been capping by hand, a slow tedious method, never sure of uniform tightening of the caps. Now capping is the fastest part of our bottling operations. In fact, if it

weren't for this capper we would have been delayed in getting out a special rush order for two carloads of wines last week. Our order called for several types of wines in screw-capped flasks, with caps of different colors and designs to identify the types. Since it takes only a few seconds to change chucks, we were able to go from one style of cap to another without loss of operating time."

THE ELECTRIC EYE IN PACKAGING

(Continued from page 39) sired speed of the paper the required amount to bring it accurately to the knife.

Paper for wrapping of this nature, being printed on rotary presses, requires application to presses that will divide the cut-off length evenly into the circumference of the press. A 36-in. press for example will handle cut-off dimensions of 18, 12, 9, $8\frac{1}{2}$, 6, 4 and 3 inches.

The photo-electric eye reacts best to a dark spot such as blue, black or green printed against a light background, and is less responsive to red or similar shades. It might also be added that in contrast with some applications for other types of work, the photo-cell is best used for paper control on a direct current basis. Alternating current construction with rapid paper travel where the reaction is dead on half the electrical cycle can lead to inaccuracy of control.

Roll stock is roughly 20 per cent less in cost than sheets. Almost invariably the square inches of cellulose are considerably less for machine wrapping than for hand wrapping, and make a substantial saving in cost in addition to lower roll stock prices, when heat is used for sealing, machine wrapping is uniform with each package, and is subject to controlled heat and exact determined time. This results in uniformity in heating, folding and sealing not possible in hand work. The usual tolerances of machine registration of the sheet on the package are plus or minus $\frac{1}{16}$ in., which is likewise a difficult standard of maintenance in hand work.

All that has been said of transparent cellulose wrapping is about equally applicable to hand work in printed waxed paper although there is no difference in the cost of sheets as compared with roll stocks. Printed waxed paper however reaches a somewhat different field of application, using for its particular merit the exact opposite desired in the transparency of printed cellulose, namely, its complete opacity. There are many types of wax wrapped packages, often large containers of low unit selling price, where the great disadvantage in the sales appearance is the waxed paper sheet that is applied over the printed carton.

The outside waxed sheet blurs the printing, the identification, and in fact most all the merit in printing the carton from a sales point of view is lost, or at least greatly obscured. The new technique is to bring this printing through to the surface of the wrapper, to regain its more or less lost identity on the outside face of the printed sheet. It maintains as well as before the protection of the waxed paper, but puts the package up to its maximum display effect again. The happiest part of such a change in package design is that the cost per unit package is considerably less than the former way. The reason for this is in the fact that the cost of the printed carton and plain waxed paper is decidedly more than the carton shell and printed waxed paper.

This situation is brought about by the method of flat printing of cartons in sheets and, by contrast, the high speed printing of printed paper on rotary presses. (It



THE
**BOSTITCH
BOX BOTTOMER**

An efficient, inexpensive carton stapler that can be easily moved from place to place and operates with either foot or electric power.

More shipping containers will soon be needed for increased business. Space in the shipping room will be at a premium. Keep step economically with demand by setting-up your shipping containers to match each day's business. Staple the bottoms with

The Bostitch Box Bottomer

It will prove to be a speedier, cleaner, and more economical method of handling your shipping container problem. Besides, the stapled bottom is more rigid and stronger. It is not affected by moisture as is glue or sealing tape.

The Bostitch Box Bottomer affords you the economy of knock-down containers. Requires no skilled operator and operates at very low cost. No adjustments necessary to handle a variety of container sizes during any working day. With shipping containers produced as needed, packing proceeds at a fine clip without congesting the shipping room with empty set-up containers.

BOSTITCH SALES COMPANY

56 E. Division St.

East Greenwich, R. I.

Please send descriptive folders on Bostitch fastening and merchandising methods.

MP-9-35

Name
Address.....
City.....State.....

Packages with Personality

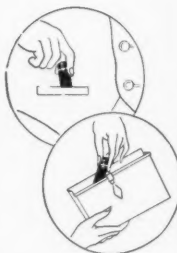
an inherent achievement with

Hycoloid



The definite "something" which makes one package distinctive among others is *personality*. Inherent, or acquired, personality puts packages or people in the "preferred" list—where **HYCOLOID** is prominent. For, in addition to beauty and utility, Hycoloid has a "made-for-the-purpose" appearance. They are —labeled-when-made—; unbreakable, and leagues ahead of old-fashioned containers in the *convenience* virtues.

Hycoloid vials fit purse or pocket—stand attractively at "attention" in the medicine chest, clad in colors you approve. And Hycoloid resilience affords a novel means of dispensing certain products by finger pressure.



Get samples—get information—NOW!

HYGIENIC TUBE & CONTAINER CO.

42 Avenue L, Newark, N. J.

might be mentioned parenthetically that there is an advantage in using paper in roll form, instead of sheets of unwaxed stock in a sheet magazine.)

An important factor in the consideration of this type of wrapping rests in the additional knowledge that even an unwrapped printed carton that may need protection, can usually be produced by substituting the plain carton and printed wax wrapper at a cost that is comparable to the original plain printed carton itself.

This knowledge has led several users of plain printed cartons into this type of packaging, who would otherwise never have given it thought. The opportunity to go from no protection, to the protection and display advantage of a plain shell covered with printed waxed paper without increasing the cost of the package itself, is a most interesting one.

The Package Machinery Company advises that it is prepared to apply the electric eye to any of its standard wrapping machines in the field or any machines on order. The sole reason for using the photo-electric cell on roll feeds is, of course, economy. With some materials, it is just as economical to purchase the wrapping material in cut-to-size sheets as it is to furnish it in rolls, and, in these cases, the company does not furnish the electric eye. In transparent cellulose wrapping, register is by means of a spot on the wrapper which obstructs the passage of light through the sheet. The eye observes this spot periodically in the cycle of the machine, and, if the spot is moving forward or backward too far, the eye automatically corrects this. It is possible also to use the electric eye on foil or other types of opaque wrappers using reflected light, rather than light going directly through the material. When an opaque wrapper and reflected light are used, the register is from a spot of a particular color which will give a reflection differing from that of the ordinary surface of the wrapping material.

Some of the early photo-electric cell equipment was not fast enough for high speed wrapping machines made by the F. B. Redington Company. However, after considerable experimenting a unit was produced that was capable of the high speed demanded of a wrapping machine. Through means of this high speed unit and a proper mechanical correcting device an accuracy of $\frac{1}{32}$ in. can be guaranteed.

Shown in illustration are four types of Redington wrapping machines, each equipped with photo-electric cell units. These may be described, in order, as follows: The first incorporates a box which contains the panel consisting of relays, tubes and transformer. In a holder is the photo-electric tube and the light source which furnishes beam of light directed on the tube. This machine wraps easy-opening strip laterally around the carton with an end protruding from the longitudinal seam. The photo-electric cell registers the printing on this strip.

Next is a machine for wrapping $\frac{1}{2}$ -lb. cakes of baking chocolate. Close to the edge of the roll of transparent cellulose, but not in the printed design is an indicia so

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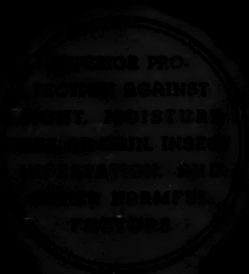
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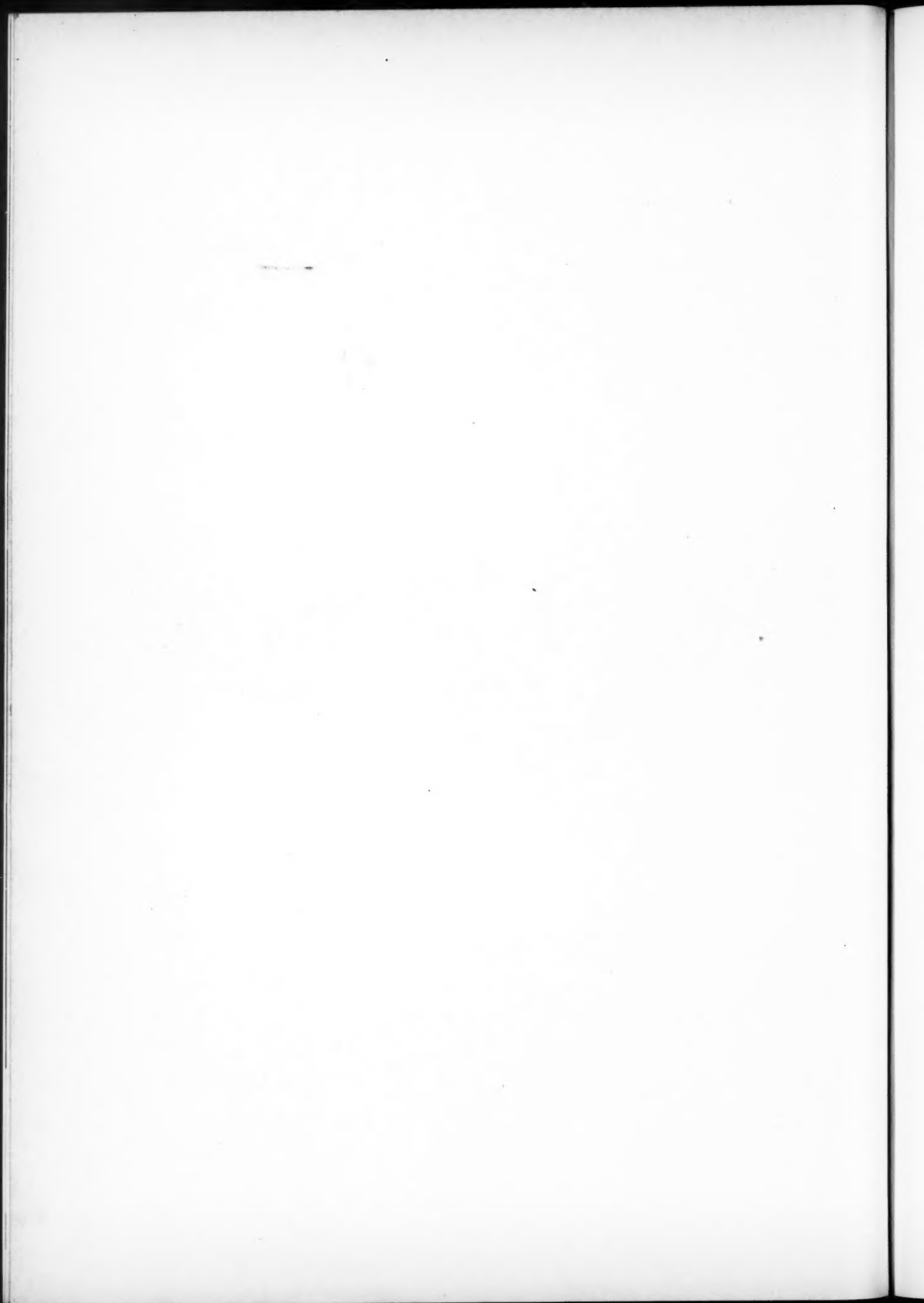
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KEPT RIGHT



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located relative to the printed design that when the latter is properly located on the cake of chocolate the indicia is on the bottom side of the cake so that it is not noticeable. In this way the indicia does not detract from the appearance of the wrapped cake. When cakes are not wrapped in transparent cellulose, dry wax paper is used and machine cartons wrapped cakes.

Next is a machine for wrapping four pieces of candy coated chewing gum while on their long edge. An indicia in the shape of an arrow is located on the edge of the wrapping material to actuate the photo-electric equipment and web feeding mechanism. This arrow is so located on the wrapped package that it points to the place where the package is to be opened.

The last illustration of this group shows a machine for wrapping two pieces of candy coated chewing gum while on their broad sides. The wrapping material used on this machine also has an arrow for the registering guide.

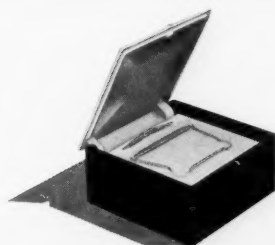
At the plant of the Bristol-Myers Company, four large Colton tube filling, closing and crimping machines, operating at 125 per minute, are equipped with photo-electric cells which serve to adjust the unfilled tubes in the holders so that the printing on each tube is in the correct position and the folds are made in their proper place with relation to all printed matter.

Outside of applications to special and experimental work, the use of the photo-electric cell by Pneumatic Scale Corporation has been confined to the wrapping machine which produces the Pneu-Tite waxed package. This takes the filled and sealed carton and encloses it with a wrapper which is waxed and printed on its exterior surface only. To the inside surface is applied a coating of glue for securely attaching the wrapper to the package. The waxing of the wrapper made it necessary to develop a means for feeding and cutting the wrappers from the roll, it being impossible to satisfactorily sheet feed such wrappers because of the tendency of the waxed surfaces to stick together.

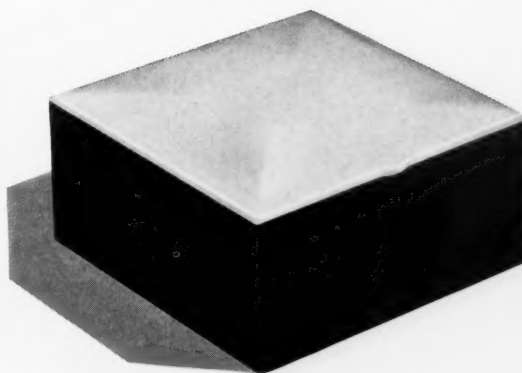
The photo-electric equipment is operated by the difference in the amount of light reflected from different colors. A relatively dark registration spot is printed on each wrapper. Through an optical system a brilliant light image is thrown on to this spot from which light is reflected to the photo tube. The variation in the intensity of this reflected light when the dark spot goes in and out of register operates a mechanism for correcting the length of feed of paper.

The feed and cut-off of the paper is of the intermittent type. The light image is shut off during the travel of the paper, and is thrown on to the image while the paper is stationary. The feed rolls normally run out a length of paper a few thousandths longer than the theoretical length of the wrapper. When this excessive length accumulates sufficiently to automatically bring the dark image under the light source a correction is made on the succeeding wrapper to reduce its length a given amount. This amount of correction together with the length of feed is quickly and easily adjustable on the machine.

The application of the electric eye to the Miller



Today . . . It's Not Only
"What's in the Package" . . . It's
"WHAT THE PRODUCT IS IN"
That COUNTS!



Surround Your Product With
the Sales-Building Influence
of a Molded Plastic
American Record Box

A smart box! Simple in design . . . but it sets off the product . . . and SELLS it. Just one illustration of the beauty and re-use sales appeal of American Record plastic package molding. Inquire for an individual illustration as applied to your product.

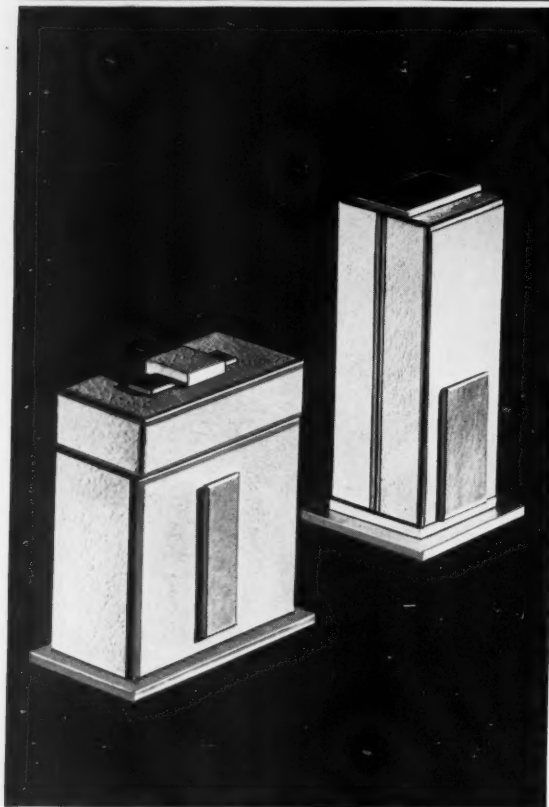


Plant and General Offices: SCRANTON, PA.

Executive and Sales Offices: 1776 Broadway, New York

Chicago - Detroit - Cleveland
Hollywood, Calif.

BOXES STYLED BY FERDINAND BUEDINGEN



Emphasis on the Valuable

Not every boxmaker can create in a box the impression of the value within. This is an art which is developed only through long and specialized experience.

During nearly half a century of producing very special boxes for the finer articles of commerce, Ferdinand Buedingen and Company have intensively developed this art. Every detail of Ferdinand Buedingen service—design, material selection and careful production—is mobilized for your requirements. Send us a sample of the merchandise for which you desire a box which must emphasize value. Your inquiry is very welcome and incurs no obligation.

FERDINAND BUEDINGEN COMPANY

INCORPORATED

ROCHESTER - - - NEW YORK

wrapping machine is for the purpose of cutting the printed transparent cellulose exactly between the printed designs so as to get the correct register of the printed design when wrapped around the package. The mechanism is so designed that it corrects the error of the mechanical inaccuracies.

The cabinet in which the electric instruments are enclosed is placed underneath the sheeter frame. The electric eye is placed on a bracket which is located in front of the wrapping material roll on another adjustable bracket so that it can be adjusted up and down, away from and closer to the transparent cellulose, and also from side to side according to the size of the sheet required for the package.

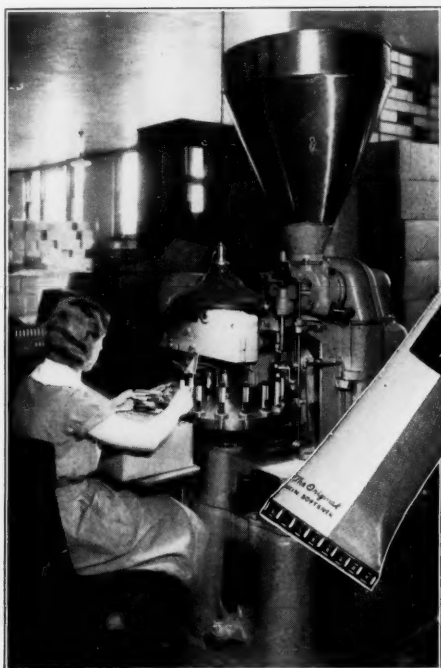
On the Standard cigar wrapping and banding machine the printed transparent cellulose is fed forward by two feed rolls (which are controlled by an electric clutch) until the registration spot interrupts the light beam. The light source and photo cell are so placed that the light beam penetrates the wrapping material to the photo cell. A suitable optical system is also used to magnify the light beam due to the smallness of the aperture where the spot cuts off the light.

As the light beam is cut off, the photo cell becomes dark, allowing an electric current to flow, which is amplified by an amplifier tube. This current then energizes a sensitive relay which closes an external circuit powerful enough to operate the electrically controlled clutch on the feed rolls, stopping the feed of the printed cellulose. Consequently, every time the light beam is interrupted, the feed rolls are stopped. The wrapper is then cut off and the cigar goes through the wrapping process.

During the past two years the Chambon Corporation has done a considerable amount of research work pertaining to the use of photo electric equipment for registration for localizing purposes. Early in this work it was discovered that none of the photo electric equipment on the market was suitable for this purpose if it was desired to hold registration to limits much closer than $\frac{1}{8}$ in. The company has developed and has in practical operation the type of photo cell equipment which, it is believed, has not been used before, and on certain applications has been able to hold registration within limits as small as .005 in., this degree of accuracy being sufficient so that it could be used for registration between colors on fairly high grade printing. This apparatus although rather costly is thoroughly practical for applications requiring a greater degree of accuracy than has hitherto been available.

In addition to this unusually sensitive apparatus the company has developed and installed in a number of commercial plants registration and localizing equipment of a more conventional type, where the cost of installation has been moderate and the results obtained sufficiently accurate on such applications as the wrapping of packages, the manufacture of bags of various types, cutting labels from the roll, etc.

"HAS FULLY MET OUR REQUIREMENTS"



Says Mr. R. D. Frick, Superintendent
of the CAMPANA CORPORATION
of the STOKES "90-D" Machine

Another nationally known manufacturer puts his stamp of approval on the performance of the Stokes "90-D." This machine, as well as our complete lines of hand- and power-operated tube, jar and powder filling equipment, is described fully in our new Catalog 34-F.

WRITE FOR COPY

Stokes "90-D" Machine. Applies "Diamond-Lock" Clipless Closure. Can be adapted to apply new WESTITE Closure which has following advantages:

1. Prevents closure seepage and corrosion
2. Saves all clip expense
3. Shorter tubes used
4. Prevents product deterioration

ASK FOR FOLDER

See our Exhibit at the Chemical Show, Booth 80



Stokes "90-D" as installed in the plant of the Campana Corporation.

FJS STOKES MACHINE CO.

1895 FORTY YEARS SERVING THE FIELD 1935

5970 Tabor Road Olney P. O. Philadelphia, Pa.

The New "Cinati Junior" Vacuum Filling Machine



THIS latest addition to the Kiefer Line of Vacuum Filling Machines has already proven very popular. It is being used for products such as castor oil, turpentine, shampoo—fills light and heavy products of all kinds—neatly! accurately!

An Excellent Machine for a Production of 25 to 50 Gross a Day

Handles a variety of small bottles or cans. Changed in a couple of minutes for different sizes. Quickly cleaned. Finely made. Easy to operate.

Shipped complete ready to operate.

Write for full details

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Boston

T. C. Kelly
222 W. Adams St.
Chicago, Ill.

C. S. du Mont
Windsor House, Victoria St.
London, England



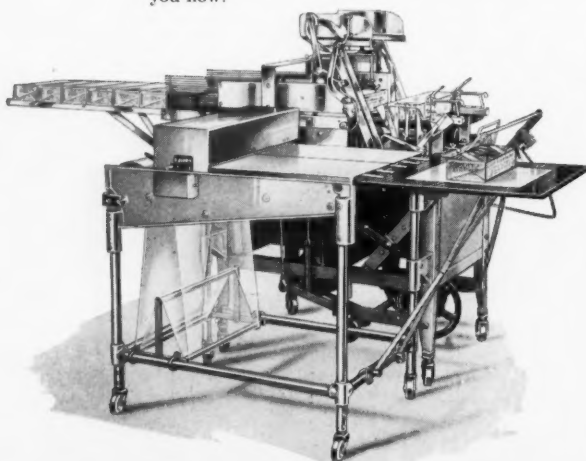
It's 10 to 1

» » » that more

Holiday and year round merchandise
will be wrapped by
The Miller Wrapping Machine
this season than ever before « «



Reason—Miller Machines meet the changing demands of busy wrapping rooms. On any day you can wrap a variety of merchandise because in five minutes or less you can adjust the Miller without interchange of parts to handle packages from 2½ inches to 17 inches in length, 1 to 7 inches in width and ½ to 3½ inches in height. Packages larger or smaller handled at slightly higher cost. Price of this equipment with or without Miller Sheeting Attachment is surprisingly modest. Get ready to handle your Holiday rush on time and without strain. Let us tell you how.



**MILLER WRAPPING &
SEALING MACHINE CO.**

14 S. CLINTON STREET, CHICAGO

WHY FOLLOW TRADITION IN CIGAR PACKAGING?

(Continued from page 47) serve both to identify the brand and to pierce the tip of the cigar.

Turning to the cigar box itself, he would seek, first of all, to differentiate his package from all others. This aim he might achieve in half-a-hundred different ways. First and foremost, he would aim for simplicity of design. His package would say the things it has to say in an orderly fashion; as if he had meant it to be read rather than considered, as now, as a series of labeled-on after-thoughts. If cleanliness of manufacture were an important point in his sales appeal, he might seek to emphasize the point by the whiteness of his backgrounds and the cleanness of his typography. If quality-at-a-price were his main appeal, he might well take a tip from the cosmetic packagers who have developed hundreds of ways of emphasizing costliness at comparatively low cost. To meet the needs of the full-box purchaser, he might plan his package for suitability to exposure in the home. Particularly because most cigar boxes are displayed in counter cases in an opened position, he might limit his outside decorations and lettering, so that the user would not hesitate to place the box in visible position in his living rooms.

Finally, he would aim toward dealer convenience in handling and display. Today dealers have two tendencies in their handling of cigar boxes which further decrease their low value as displays. First, they frequently letter their own sales-price over the established price printed on the box or over the gold braid effects of the inside box cover. If the designer planned well, the dealer would be able to price his merchandise without destroying the effect of the package. Secondly, dealers frequently tear off the cover at the hinge and set it or tack it back of the box so that other boxes, placed further back in the counter, will not be masked. Planning for good, front counter position, the designer will so arrange his cover that the full design will still be visible even when the cover is set down by the dealer.

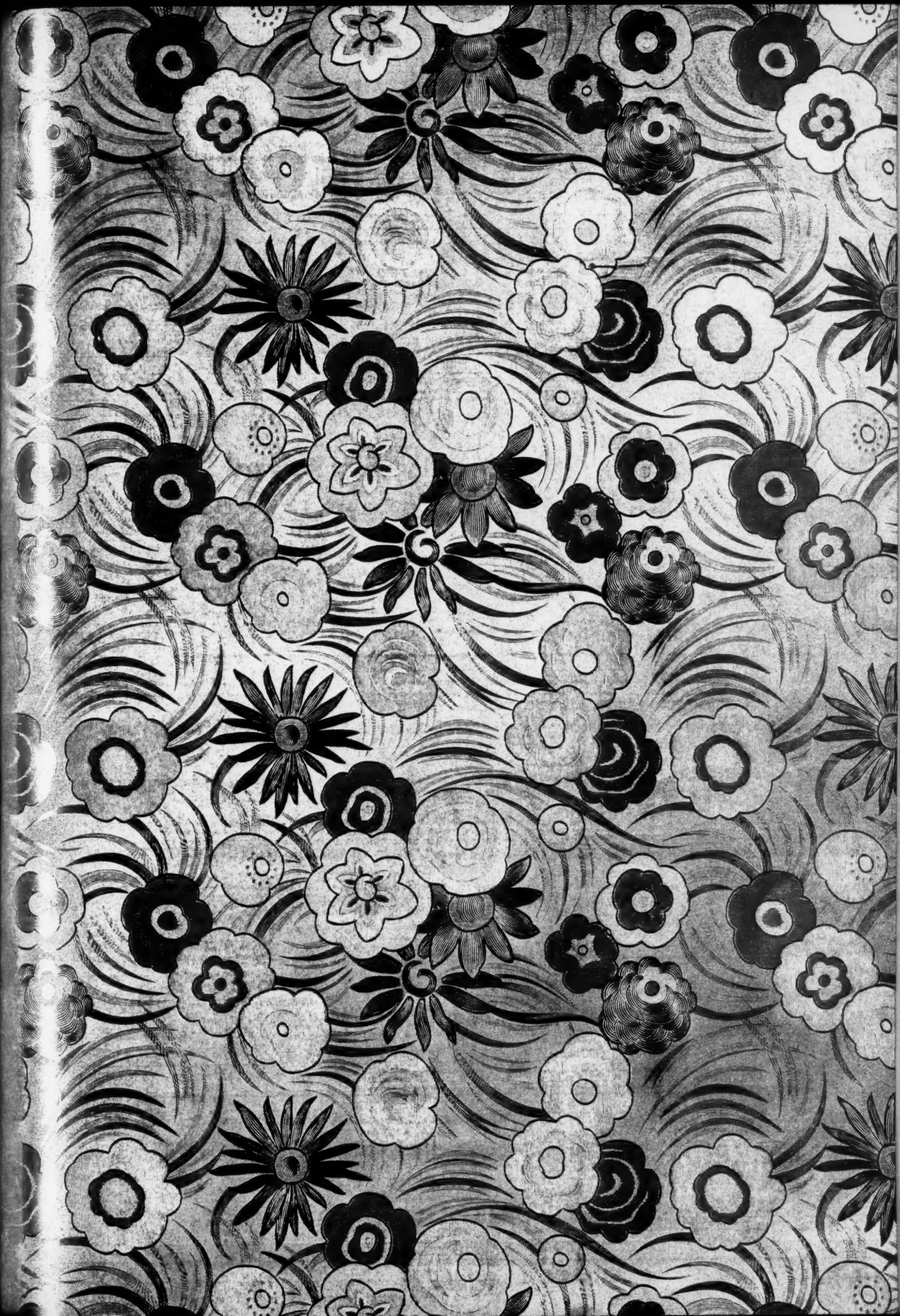
All these changes he might accomplish within the confines of the presently favored wooden box. Should conditions permit, he has still the possibilities of considering all the other types of packaging materials now available: the set-up paperboard box, the glass box, the metal, molded or die-cast box. Here of course, he treads on dangerous ground. The wooden box has much in its favor as a humidor. Yet, even here, it is possible that much the same effect could be achieved—possibly at even a lowered cost.

Here then lies a great opportunity that exists today for packaging to do a selling job. The field has lain fallow for so many years that the opportunity is magnified by the very fact that any change will be more easily noted. True, much conservatism will have to be overcome both among manufacturers and dealers. But such conditions have been met and conquered in other industries. Why not now in the cigar field?

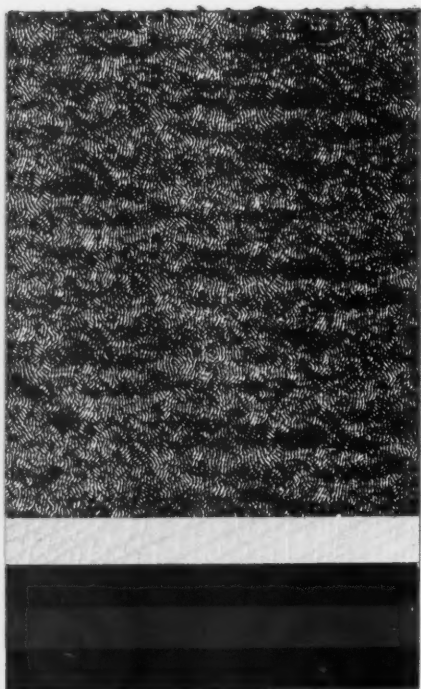
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Over 400 MODERN PACKAGING PAPERS



20 x 26 Size Sample Sheets
of All Stock Papers Are Car-
ried at Middlesex Branch
Offices.

Are stocked
by MIDDLESEX for
SAME-DAY SHIPMENT

**Metal Mode Papers
in Gold, Silver and
Flashing Colors . .**

**Delicate, Satin
Finish
VANI-MODE**

also
**GLAZED
PLATED
EMBOSSSED
WATERPROOF
FOILS
METALLIC FOLDING
CARTON STOCK**

SALES BRANCHES:

41 Park Row,
New York, N. Y.

308 W. Washington St.,
Chicago, Ill.

401 N. Broad St.,
Philadelphia, Pa.



MIDDLESEX PRODUCTS COMPANY

Mill and Main Office

**111 PUTNAM AVENUE
CAMBRIDGE · MASSACHUSETTS**

ALLEN REDESIGNS PACKAGES FOR NORTON ABRASIVES

Behr-Manning Corporation, Troy, N. Y., a division of the Norton Company of Worcester, Mass., is introducing over 70 new packages and displays for the oilstones and abrasive specialties manufactured by the Pike Manufacturing Company and the Norton-Pike Company and now known as Norton Abrasives.

The new package design, a "frame" for the name of each of the two hundred odd products in the line, links together the names of Norton Company and Behr-Manning Corporation. This design will appear on every one of the thousand or more types and sizes of packages and displays, redesigned by Arthur S. Allen for the entire line of Norton Abrasives. This repackaging project, the most comprehensive ever to be undertaken in the hardware industry, embodies the unification of design of a larger number of dissimilar packages than has ever before been attempted in this field.

Some of the products in the packages redesigned go back to 1837, when Isaac Pike, who had been selling scythestones of rock quarried in the shadow of the White Mountains since 1823, used his first trade mark—painting the end of the scythestones red. A new label, later introduced to replace the painted red end of the scythestone, aroused such a protest, from customers as far distant as those in Russia, that painting of the ends of the scythestones had to be resumed and carried on for years. The packages redesigned for these abrasive stones will still carry the P-Pike-Fish trade mark synonymous in the minds of many persons in the building and hardware industries with exceptional quality in oilstones and other abrasive specialties.

SUCCESSFUL SALES WITH "STEAMER CHESTS"

(Continued from page 48) stores—there are nearly fifty Schrafft's in Manhattan, Brooklyn and the Bronx, as well as in Boston, Newark, Philadelphia and Syracuse—these steamer chests are being supplied in all price classes. With Schrafft's own assortments, their prices run from five to fourteen dollars. With one's own assortment, the price may be up to twenty-five dollars.

The five dollar chest, most popular in price, has made the most successful sales story. This, available in brown leatheroid only, appeals quickly to the eye as a possible after-use trinket box or collar box.

Because of the success of this smallest chest, which measures $9\frac{3}{4}$ in. \times $6\frac{1}{2}$ in. \times $3\frac{1}{4}$ in., a new chest of the same style and materials, and slightly smaller size, is being introduced at the beginning of the Fall to replace a metal box now called the Imperial Bon Voyage package. This old style box, with a separate lid, has, in the opinion of the company, less sales appeal than the new, more practical "leather chest."

The same type of box in ivory, lined with shell pink moire paper as well as in brown, is available in three



"Are these packages
WATERPROOF?"
"Certainly, they're treated
with LOTOL*"

*LOTOL—a processed latex
—is compounded by the
world's largest producer of
latex. Its uniform quality is
controlled from rubber tree to
final compounding.

The packaging field has taken to *LOTOL just as *LOTOL has taken to the treatment of paper and sealing of packages!

Indeed, here the uses of *LOTOL are manifold... it greatly increases paper strength. It makes packages more resistant to wear, to moisture.

And *LOTOL has proved to be superior as a sealing material. Unlike glue, it sets quickly, is impervious to temperature changes, is unaffected by water. It makes a permanent seal impossible to open without destruction of the package.

*LOTOL—its application to the betterment of your products, is well worth your most serious consideration. Any reasonable quantity necessary for test purposes will be supplied without charge or obligation. For certain instances where natural Latex is used, we are in position to supply all types. Simply write in describing thoroughly your problem and a container of *LOTOL will be sent you at once.

L A T E X
NAUGATUCK
CHEMICAL

Division of United States Rubber Products, Inc.
1790 Broadway New York, N. Y.



Aspirin Counter Display

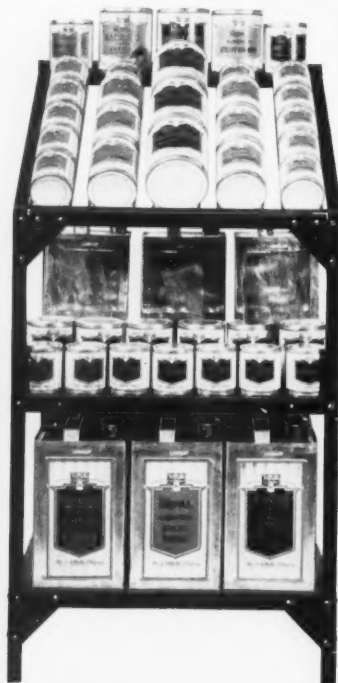
HUNDREDS OF OTHER DESIGNS

Display racks for big items (brooms, flour bags)—Display racks for small ones (pill boxes, peanuts)—Whatever you have to feature at the point of sale, Union makes a display that will promote extra sales. The examples illustrated here give some idea of the variety of types. But among the many designs there is—

Cigar Counter Rack.
4 Boxes over small space.



Greeting Card Counter Display



ONE FOR YOUR PRODUCT

Write for a fully illustrated circular. Or, send us the package you want to display and receive our suggestions and quotations.

UNION STEEL PRODUCTS COMPANY

521 Berrien St.,
ALBION, MICH.

Paint and Varnish
Floor Display

UNION DISPLAY RACKS

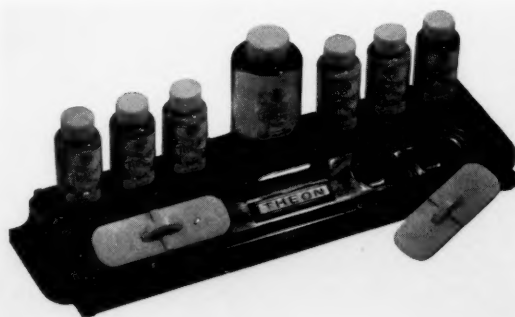
larger sizes. These sell at seven-fifty, ten and fourteen dollars, respectively. The seven-fifty box, long and rather flat, is $14\frac{3}{4}$ in. \times $10\frac{3}{4}$ in. \times $3\frac{1}{4}$ in.; the ten-dollar box, deeper and more substantial, 12 in. \times 11 in. \times $4\frac{1}{2}$ in.; while the fourteen dollar "jumbo" size measures 18 in. \times $12\frac{1}{4}$ in. \times $4\frac{3}{4}$ in.

Each of these chests is packed open, the included boxes, bags and jars of candy being placed vertically, filling the chest so full that the cover stands at right angles with the top of the box. Then each chest is tied securely with large bows of satin ribbon in any one of the pastel shades specified by the purchaser.

Special paper wraps which may be slipped around any regular box of Schrafft's chocolates or nuts are also a bon voyage gift feature in these stores. These wraps tend to give the purchaser the assurance that he is getting fresh candy when he buys, and not the stale candy which in former days was sure to be found in boxes of so irregular a turnover as the bon voyage. The wraps are on sale separately. They come in attractive peacock blue as a background color, lithographed with an illustration of a ship in mid-ocean in the center of the sheet. Each wrapper bears the name of Schrafft's.

HELP FOR THE BUSY MANICURIST

The mysterious array of bottles and implements which your modern manicurist deftly uses while serving you always has a degree of fascination. To make this finger-improving laboratory more convenient, more attractive and even more professional looking, the Theon Company, Inc., has designed and produced a stand which holds six bottles of Theon nail polishes and one bottle of nail polish remover. There are also covered compartments for nail white, cuticle salve, etc.



The Theon manicure stand is molded of black phenol plastic and the compartment covers are white urea as are also the bottle closures. The company has applied for patents on this stand to cover its unique features of design and convenience. Its many practical features doubtless make a strong appeal to the professional user for whom it is intended. And, obviously, the stand will stimulate a steady volume of repeat sales. The molding is by Watertown Manufacturing Company.

HOW MANY CAUGHT THESE ERRORS?

The Editor

Sir:

After carefully checking the article on "Watch Your Shape," in the July issue of MODERN PACKAGING, I have decided that some one should "watch their figures."

In Fig. 2 I would be very willing to agree with you, should the height of the first box be 2 in. instead of 4 in. as shown. As now shown, the surface area should be 112 sq. in., and the contents 64 cu. in. In Fig. 3, although it is stated on page 30 that the boxes are of equal capacity, I read contents 96 cu. in. instead of 32 cu. in. for the second item. In Figs. 6, 7 and 10, the drawings do not seem to check out correctly, although the article does not commit itself in the way of actual dimensions.

But after all is said and done, we do make mistakes sometimes, and this can certainly be overlooked in an issue as fine as this one. I'll bet this *was* overlooked by most of your readers.

We find something of interest every month in MODERN PACKAGING, and really enjoy reading it. It passes from one department to another, and finally ends up in the art department to be filed away for future references.

J. H. HOLZSHU

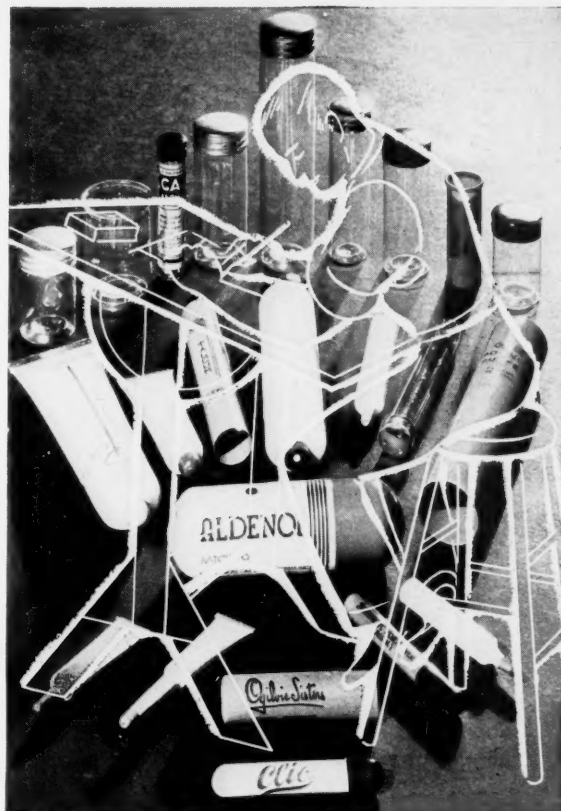
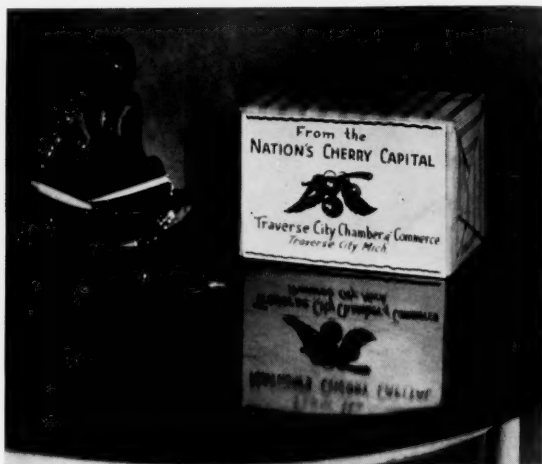
Jas. H. Matthews & Company

Pittsburgh, Pa.

Aug. 17, 1935

SPECIAL CHERRY PACKAGE IN MICHIGAN

A new method of familiarizing the public with the finest grade of canned cherries in the Grand Traverse region in northern Michigan was adopted this year by the Cherry Promotion Committee of the National Cherry Festival held in Traverse City, Mich., July 17, 18 and 19.



Use LUSTEROID in your next PACKAGE DESIGN

WITH today's keener competition, your products need to be packaged more attractively than ever before. Alert merchandising men are making a thorough study of modern packaging. They know that there is no limit to the variety of products which can be stimulated by more effective packaging.

Use LUSTEROID on your next packaging job. It's tough, strong, unbreakable and light in weight. Its smooth, grainless surface is adaptable to cylindrical shapes and many sizes and accepts fine printing in transparent or opaque colors. LUSTEROID is steadily increasing sales by adding eye appeal to shelf, counter and window displays.

Please feel free to consult with us. Our merchandising and creative department will be glad to assist you in developing a smarter-looking yet *practical* package.

LUSTEROID

CONTAINER COMPANY, INC.

Formerly Lusteroid Division of
THE SILLCOCKS-MILLER COMPANY

10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY

Through the efforts of the Traverse City Chamber of Commerce, the four cherry canners of that city—the F & M Packing Company, the Traverse City Canning Company, John C. Morgan Canning Company and the Michigan Cherry Growers—were brought together to cooperate in a venture to put a sample package into the hands of the largest number of people possible.

A convenient mailing package, containing two No. 2 cans of heavy syrup pack red sour cherries, was devised to sell far below cost. A special display booth was erected by the Chamber of Commerce in the heart of the city, and a mailing service was installed at the booth. The cherries were sold under the composite name of the Chamber of Commerce.

This year it is estimated that approximately 20 million pounds, or one third of the entire pack of the United States, has been canned in Traverse City.

MOLDED PULP CONTAINERS AND PRODUCTS

An interesting new development in the field of packaging is the formation of Pulp Products Company, Inc., to manufacture pulp containers and other products. The plant at Massillon, Ohio, is being equipped for production on a large scale, and will be ready to begin operation around October 1. In addition, the company has purchased the Moulded Pulp Division of the F. N.

Burt Company of Buffalo, N. Y. The Buffalo plant is expected to be used for specialty items, such as premiums and advertising novelties as well as containers similar to those to be made at Massillon. Pulp Products Company will locate plants in various parts of the country to meet the demand for containers in these localities. The executive and sales offices are located 60 E. 42 St., New York.

Because of the raw material used and the method of manufacture, molded pulp is adaptable to an infinite variety of products. It can be formed in any shape or size, the resulting product being entirely seamless, exceptionally strong and durable, yet light in weight. Any type of box or closure can be used on a pulp container. It can be treated before molding, and made waterproof. After being formed, the container can be coated, colored as desired or otherwise treated, both inside and outside, to make it oilproof, moistureproof, or to hold any one of a great variety of liquid, solid or dry products. Containers may be labeled in any manner desired; other products such as premiums, advertising novelties, etc., can be decorated as required.

Pulp Products Company has been working on the development of containers for numerous products, of which perhaps the most outstanding are a one-trip bottle for milk, designed particularly for store use, and a one-quart tamper proof motor oil container. Both products are nearly ready for presentation to the trade, and it is expected that they will be on the market in



IT'S CLIPLESS!
the COLTON
CLOSURE.

This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips.

Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads.

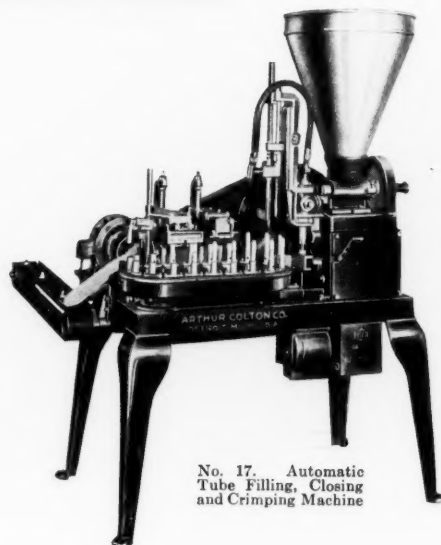
A descriptive folder fully describing the Colton Closure sent on request.

ARTHUR COLTON CO.

2600 JEFFERSON AVE., EAST

DETROIT

MICHIGAN



No. 17. Automatic Tube Filling, Closing and Crimping Machine

the near future. Material reductions in distribution costs are anticipated for dairy and oil companies adopting these containers.

It is stated that because of their conventional shape, molded pulp milk bottles can be filled and capped on standard dairy equipment. The bottles are strong, light in weight (2 1/4 oz.) and said to afford complete protection to the milk. The bottles are sterilized and paraffined at 150 deg. F. by a simple unit installed in the dairy. The conventional type of closure permits of easy opening and resealing by the consumer.

The molded pulp oil container is being improved to the extent of changing the shape somewhat, lining it with a newly developed coating and using a different type of closure. The new container is expected to be ready for market in the near future. It claims certain unique advantages, in that it can be opened without the use of any tool, and poured into the crankcase without the use of a funnel, and can be easily disposed of by crushing or burning. The oil bottle is tamper-proof, since the act of opening tears the upper portion of the neck.

Besides these two large fields for consumer packages, molded pulp containers offer distinct advantages in use for various dry products, such as cleansing powder, coffee and spices, salt, insecticides, household drugs, fertilizers, seeds, etc., and properly coated for many varieties of liquid and solid products, such as oils, soap, lard, cheese, etc.

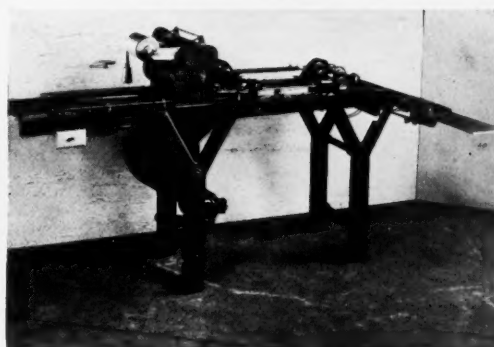
In addition, the ability to mold in any shape or size facilitates the production of many items, which do not come under the heading of containers. For consumer uses, these include such products as flower pots, fruit baskets, covers for bottles and specialty items. For industrial uses such items as wire coils, yarn cones and other units, where strength and light weight combined with low cost are important factors, may easily be manufactured from molded pulp.

CHANGE—AFTER 36 YEARS

After a period of 36 years during which time it has used the same identical labels on its products—labels which have become a familiar sight on the pantry shelves in New England homes—Friend Brothers, Inc., of Melrose, Mass. has recently adopted a new and modernized version of its labels on baked beans.

The difference in the two packages is rather startling. The old label, of course, dates back to the 90's with its appeal to sentiment, while the new one is modern in design and is planned to meet present-day competitive sales conditions. The new label, however, retains some of the best known features of the famous old original. The Friend's logotype signature, although modernized, is still easily recognizable; the famous boy and dog trade-mark symbolizing "friends" is still retained although subordinated to a great degree; the lower half of the new label is worked out in the same color which characterized the entire background of the

30 TO 180 WRAPPED PACKAGES PER MINUTE (OR 14,000 TO 85,000 PER DAY)



SCANDIA WRAPPING MACHINE

Roll Feed; Simple in construction and operation! All rotary in operation, having no cams or other retroactive motion! Will wrap three-four sided trays, boats, and boxes; or items not requiring same, in heat-sealing or plain cellulose films, or other papers requiring heat or adhesives, or both, for sealing—

Priced from \$1000.00 and up f.o.b. factory.

Investigate! No Obligation.

What is YOUR Packaging Problem?

TRY

AMSCO

PACKAGING MACHINERY, INC.

122 CENTRE STREET

NEW YORK, N. Y.

SEE OUR MACHINERY DISPLAY

STIKFAST

TRADE MARK REGISTERED

LABEL PASTER



**SENT TO YOU ON APPROVAL
CONVINCE YOURSELF IT
WILL SAVE MANY TIMES ITS COST
OR SEND IT BACK**

Lowest priced motor driven label paster on the market. Belt or direct drive. Works faster, easier. Non-corrosive. Saves its cost and then shows a profit. Three sizes. Smallest size takes labels approximately 4 1/2" wide. Next size takes labels approximately 8 1/2" wide, giving advantage of 2 1/2" over similar machines selling at a higher price. . . is particularly adapted for face and back labels. The largest size takes labels approximately 11 1/2" and is being used for large shipping case labels. Write for information, prices. The Stikfast Label Paster performs according to our claims, or you send it back. Used by many of the world's largest concerns in all lines of business. Address

NON-CORROSIVE

Put it into water to clean it, and soak it over night. Can't do that with any other equipment.

**SAVES
MONEY
ON LABEL
COSTS,
COST OF
PASTING**

**REDUCES
LABEL
WASTE**

**DOES MORE
IN LESS TIME**

**EASIER
TO USE**

DIAGRAPH STENCIL MACHINE CORP.

2919 CLARK AVE.

ST. LOUIS, MO.

CHRISTMAS Cellophanes and Special Holiday Papers

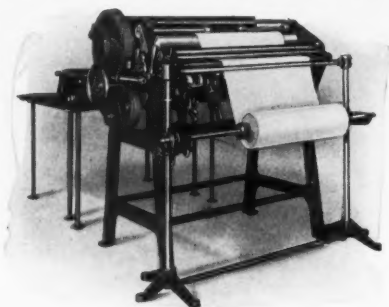
will be sheet cut this year in greater proportions than
ever before on the

Beck Automatic Roll Sheeters

Such materials cost money and should not be wasted thru wanton inaccuracies in sheeting. The Cut Register Attachment on a BECK machine will permit "spot cutting" with surprising accuracy and so overcome waste. In the case of paper, the Curl Remover takes the most obstinate curl out and leaves the sheet perfectly flat for handling afterward.

Do You Want to Cut Your Labor Costs?

Then investigate these facts for yourself today.



Our DEMI SHEETER for Small Work

CHARLES BECK MACHINE COMPANY

13th & Callowhill Sts.

Philadelphia, Pa.

DOLLARS TO DOUGHNUTS YOU HAVE ADHESIVE PROBLEMS



Submit your
adhesive troubles to
the Upaco Laboratories.

Continuous research has solved many
manufacturers' adhesive difficulties.
What is yours? Upaco laboratories
are prepared to serve you.

UNION PASTE CO.

200 BOSTON AVE.

MEDFORD, MASS.



old label. In brief, the best features of the original are still retained so that the identity of the package is in no way sacrificed in the new arrangement.

Reports received from wholesalers, dealers and consumers have shown an extremely favorable reaction to the new labels and although distribution to all outlets is not yet complete, this new label series will undoubtedly result in increased sales. The new label series was designed by Reginald A. Maurer of Boston under the direction of Ingalls-Advertising agency who act as advertising and merchandising counselors for Friend Brothers, Inc.

PACKAGING FALLACY NUMBER 4

(Continued from page 32) us to sense the extent to which this desire for change has spread: the clothes we wear, the foods we eat, the transportation methods we use, the homes in which we live, the stores in which we shop, the sports we enjoy, the hospitals in which we recuperate from our illnesses, even to the caskets in which we are buried.

Brown derbies, high shoes and Model T automobiles became obsolete not because they failed in quality and serviceability, but because they were lacking in style, comfort, color and shape. Fashion which was once a consideration only for the wealthy is now the prized possession of the millions, constantly spurred on by every new invention and discovery.

Obsolescence is a natural and inevitable process, creeping up on old things because new things are better, or consumers think they are. Many a once-popular product has failed to maintain its high sales level because its production-minded maker, accustomed to having consumers take what he offered them, made no effort to find out and adopt those improvements which would have prevented his product from becoming

obsolete. Product and package obsolescence is a natural enemy of sales, for consumers nowadays do not hesitate to switch from the "old standard" to those newer and smarter products, in their never-ceasing quest of usefulness and satisfaction. Usefulness is a state of mind by which consumers judge the value and desirability of things, and is the reason why they pass up the drab, old-fashioned "ugly ducklings" in favor of the smartly new V8's, Palm Beach suits and breakfast foods. Behind every purchase the consumer makes is the satisfaction of some human desire, be it appetite, to make money, to avoid effort, to be in style, to protect loved ones or some other equally valid desire, and when she pays out good money to buy anything she seeks the maximum satisfaction she can secure.

Induced by the benefits of the present intensive and determined competition, the consumer now has readily available a wider variety of new things (or old ones in new dress) than ever before. Since she has been trained to expect improvements and changes, it is not strange that the monotony of the sameness of things exerts an influence on her actions, discouraging her buying the drab old things, but in marked contrast interesting her and stimulating her to buying action when confronted with the new or smarter things.

We have all seen examples of manufacturers attempting to scare or scold consumers into buying their products, and failing miserably. The intelligent manufacturer attempts no such disciplinary measures. By studying the needs and desires of his market and by fitting his shoe to the size and shape of it, he enlists their interest, appeals to their emotions, touches their imaginations, stimulates their desires, and they take real pleasure in buying his product, to their satisfaction and his profit.

Rightly used, modern packaging enhances the value of articles in the consumer's eyes. It has long since passed beyond the narrow confines of simply being a good container, or protective wrapper. It is all that—and more! It has rightfully moved from the factory to the sales force, for, in its new role, the modern package exerts an influence on the consumer denied even to the retailer and his clerks. It does little to improve the product or the factory operations, but is of inestimable help in presenting the product to potential consumers, in a manner they will prefer—not alone compelling them to look at it but, by securing their approval, pleasantly forcing them to buy it, to secure the joys and pleasures it has built in their minds.

The popularity of the "Stop and Shop" and "Cash and Carry" stores, in every retail classification, demonstrates the practice of the consumer in visiting the retail establishments to secure her daily needs (as well as those of her entire family). Open displays of inviting products have made her purchases quick and easy. Store owners and their clerks are becoming less and less salesmen, able to successfully influence the consumer's decision, her own growing discrimination being the deciding factor between the success of one product and the failure of another. The package has



Designed by Paul Ressinger

This Display of Molded Plastics Sells Parker Pens

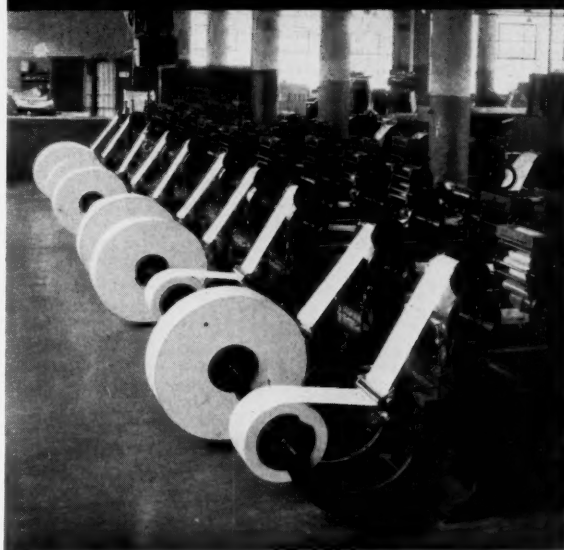
The Parker Pen Company of Janesville, Wis., finds this handsome display of Bakelite Molded a powerful aid in merchandising its product at the point of sale. Its rich, lasting beauty withstands wear, insures preferred position on the dealer's counter, and provides a perfect setting for the beauty of the pens themselves.

Molded plastics, with their wide range of lustrous, permanent colors, and their universal appeal, may well provide the type of display which will best sell your product. The same facilities which produced this striking display, are at your disposal. You are invited to submit your problem without the slightest obligation.

CHICAGO MOLDED PRODUCTS CORP.
2142 Walnut St., Chicago, Ill.

C H A M B O N

Automatic Printing Machines



Above is shown part of an installation of twelve Chambron Automatic Printing Machines used for printing and die-cutting paper food container blanks. Chambron Machines are widely used by leading manufacturers for printing and die-cutting, high-grade multicolor labels, wraps, cartons, tags, etc. We are glad to furnish full information to manufacturers sending samples and production requirements. Write **CHAMBON CORPORATION**, 911 New York Avenue, Union City, New Jersey. Western Office at 608 So. Dearborn Street, Chicago, Ill.

WATERPROOF PIGMENT DRAWING INK

WEBER PIGMENT DRAWING INKS are OPAQUE. They are offered in fourteen contrasting colors and black and white. PURE, BRILLIANT and RELIABLE, these inks dry with a waterproof mat finish, which will not chip or crack in handling. They are ideal for use in line or wash drawings, with crowquill pen, ruling pen, lettering pen, brush or air-brush.

COLOR CARD
ON REQUEST

P. O. BOX
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Pa.

F. WEBER CO.
Established 1853
Philadelphia, Pa.

Branches:
St. Louis and
Baltimore



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EVERY-
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Atlantic City's Ideal Convention Hotel on the Boardwalk

Every facility for the perfect handling of your convention or conference combined with an efficient hotel service.

Spacious comfortable lounges . . . dining salons . . . ballrooms
. . . sunparlors . . . sundecks . . . excellent cuisine.

Swimming Pool - - Salt Water Baths - - Golf
Tennis - - Fishing - - Horseback Riding

For detailed information and special rate plan
address the management.

The
President
ATLANTIC CITY, NEW JERSEY

taken on a new significance, standing in many cases as the deciding element, helping the consumer to buy or reject the product.

Packaging improvements are in order for immediate study and adoption because:

1. They prevent the product from becoming obsolete, in the minds of present consumers.
2. They will attract consumers who had never before been interested in the product.
3. They will furnish the necessary "surprise" element, convincing consumers that the product is being improved in step with the modern tempo.
4. They will intrigue the interest of retailers, being placed in prominent open display, where the maximum number of potential consumers will see and buy them.
5. They will frequently produce a faster and more definite sales response than is obtainable from a like sum spent in general consumer advertising.
6. They will produce a desirable stimulation among salesmen, jobbers and retailers, by giving new talking points, thus increasing the number of retail outlets and ultimate consumers.
7. They will be in step with the present trend of making goods more desirable in the minds of consumers.
8. They will furnish a saner, sounder and more profitable reason to buy and use the product than simply a low price.
9. While there is no exact means of foretelling what regulations will prevail in the future, from the present administration or some other, the new packages will establish the products, in the minds of consumers, in a new and more desirable way, and shape the demand in the manufacturer's favor.
10. The manufacturer himself may receive the benefit of specialized knowledge and experience, standing him in good stead in more effectively planning his future marketing operations.

Having become convinced that its packages were not contributing all that they might, Ross Grange, manager, the Robb-Ross Company, Inc., Sioux City, Iowa, consulted with a number of food manufacturers who had made package changes, to determine if they had secured the beneficial results expected. The evidence was unmistakable when the repackaging was done with a full knowledge of consumer needs and desires. Mr. Grange's decision was that now was the time for improved packages, since it was impossible to improve the products themselves.

Starting in business in 1920, the first Robb-Ross product was the Robb-Ross Self-Rising Waffle and Pancake Flour. This was one of the first pancake flours made from white flours, eliminating the lower grade dark flours, thereby making a pancake white in

color, yet possessing an appetizing, deep golden-brown crust. The second product was a natural companion, Robb-Ross Self-Rising Buckwheat Pancake Flour, of which pure New York State buckwheat flour was the principal ingredient. Both of these pancake flours were packaged in glued-end folding cartons with an inner liner bag. The design, used for both packages but varied in colors to enable distinguishing between the two, consisted of a prominent display of the Robb-Ross trade-mark, product name and description and manufacturer's name and address.

The package adopted for the third product, 3V Whole Wheat Cereal, was built around the then-popular slogan—Vim, Vigor and Vitality—a questionable advantage, since it bore no relationship or resemblance to its two predecessors. The fourth and fifth products, White Wheat Cereal and Cake Flour, resumed the packaging style of the first two products in the line, with the addition of a harvest scene on the former and a line drawing of an angel food cake for illustration on the latter.

The outstanding criticism of the five packages was in their failure to portray the products in terms of selfish interest to possible consumers. Each carefully identified its product, prominently displayed its trade name, gave a description of the ingredients, weights and recipes, but not one of them made Mrs. Consumer's mouth water in anticipation of that delicious and nourishing winter breakfast of "a stack of wheats" or piping-hot cereal, much less the delicious color and texture of a well-baked angel food cake through the use of realistic illustrations which would not be denied attention and buying action.

A close study of the new packages, shown in contrast with the old in an accompanying illustration, will readily indicate how new usefulness has been given to these familiar grocery store products through the employment of an improved consumer-appeal, careful editing and proper copy presentation and a basic package design scheme, carried throughout the family, avoiding all possibility of monotony. Art, production mechanics and merchandising, each contributing its part, but all skillfully blended to bring new values to these already excellent products. Specifically, there were ten definite objectives that guided the thinking and planning of these new packages:

1. Mechanical change, from a printed carton with a liner bag to a lined-shell with tight-paste wrapper, to provide maximum product protection.
2. Package design change, presenting the appetizing qualities of each product in its ready-to-be-eaten form, rather than depending upon a printed description of it.
3. Distinctive method of uniform trade name identification.
4. Use of color schemes, suggestive of each product's appetizing goodness rather than loud colors crying for attention.

LABELS

with Personality

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FOIL and METAL LABELS
OF EVERY DESCRIPTION

Write NOW
For Samples, Ideas
and Quotations



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SYLPHRAP
KODAPAK
PROTECTOID

C ARTON GLUES FOR EVERY TYPE OF AUTOMATIC MACHINE
JOHNSON AUTOMATIC
PNEUMATIC SCALE
J. L. FERGUSON
STOKES & SMITH
REDINGTON SEALER
BRIGHTWOOD MACHINE and all other sealing makes

Let us consult with you on any and every problem of glue and adhesives. Our Technical Department is at your service. Samples—of course.

MANHATTAN PASTE & GLUE CO., Inc.
382 SECOND AVE., NEW YORK
Philadelphia—Chicago—Buenos Aires

SPECIALISTS in the manufacture of CAN & BOTTLE CLOSURES



LET us quote you on your requirements. Hundreds of dies and molds available for Lead and Tin Collapsible Tubes, Aluminum and Nickel Plated Cork Tops, Polished Coppered Can, Sprinkler Tops, Screw Caps, Aluminum & Colored Zinc Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. Over 75 years' experience in meeting the needs of packagers. Call upon us for aid.

Consolidated Fruit Jar Company
New Brunswick • New Jersey

5. Definite family resemblance throughout the line, encouraging consumers to use all Robb-Ross Products, one after another, through their similarity of packages.
6. Highly varnished wrappers to bring out the full beauty of the colors and keep the packages clean and attractive.
7. Building added consumer-value into established products through superior package presentation.
8. Making each package an effective salesman in its own behalf, selling on sight, conserving the time of retailers.
9. Interesting, eye-appealing and contrasting background color schemes giving the packages strong shelf-value and high visibility and distinction among standardized products and packages.
10. Presenting each product in terms of its selfish interest to potential consumers, giving good reasons why to buy it in preference to competitive packages.

For the benefit of any skeptics who question the dollar and cents value of this type of effort, let them carefully weigh the experience of the Robb-Ross company, as summed up by Mr. Grange: "We did not attempt this package improvement just to satisfy some whim, or because others had improved their packages. We thoroughly believed in attractive packages as an aid to greater sales, and are happy to say that we have already enjoyed a splendid increase in our sales, *plus* a surprising additional interest in the new packages by both retail and wholesale grocers. We are more than ever convinced that modern packaging can be made to pay dividends to the manufacturer who carefully and intelligently uses it."

The acid test of any actual improvement made is: Did it accomplish the objectives sought? Mr. Grange's unsolicited statement should furnish convincing evidence to the manufacturer who has been waiting until business gets better to redesign (improve) his packages.

Are your packages helping you to really economically market your product or products? You may be honest in believing they are, simply because you have never truly viewed them through the eyes of your potential consumers or investigated what competent package design counsel can bring to you from their rich experience. If you suspect that your packages are not 100 per cent efficient, seek the aid of experienced package design counsellors *now*, for they may reasonably stop the leaks which are sapping your profits, adding to your sales costs and reducing your volume and prestige in your industry.

The entire planning, designing and production of the Robb-Ross packages, illustrated and described herewith, was accomplished by Willard F. Deveneau, director of merchandising; Stuart F. Ball, art director; Frank A. Marx, mechanical designer, and members of the staff of the Richardson-Taylor-Globe Corporation.

Save Minutes

YOU SAVE TIME BY STOPPING AT THE

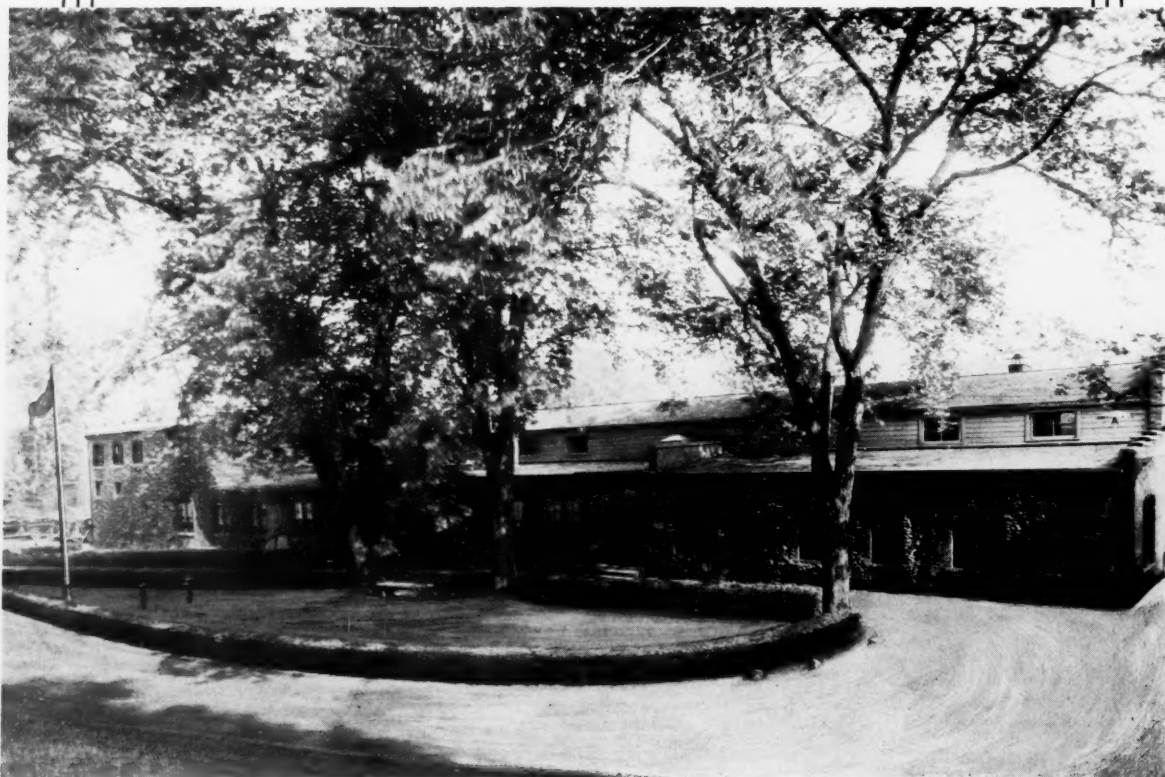
BISMARCK HOTEL-CHICAGO

Emil Eitel, Pres. Karl Eitel, V. Pres. Roy Steffen, Mang. Dir.

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FORT ORANGE PAPER COMPANY



— and in this quiet, inspiring place we work for you

In the May issue of this publication we entered our plant through its historic Gateway; then in July we came along by the stream through the railroad yard. Thus we approach an unusual industrial scene—that of a fine lawn bordered with hedges, and the ancient entrance to our office and Executive Departments with their walls of very old mellow brick covered with Ampelopsis vines of many years' growth and shaded by grand old elms.

The faint hum of machinery in the plant is not enough to disturb the peace and quiet of these surroundings. It is a rather delightful spot, surely

more conducive to thought, planning and work than if we were in a city sky-scraper with the roar of the streets coming in. Absent are the high-tension, frayed nerves and ill temper that one finds in crowded, compressed environs.

While the outside appearance of these Departments is ancient, a look at the interior reveals the last word in office efficiency, with people highly trained and, as the saying goes, "all on their toes throughout the day," all planning for and leading up to the arts pertaining to the manufacture of folding paper cartons—three to four million a day of the best on earth!

FORT ORANGE PAPER COMPANY

CASTLETON ON HUDSON, N. Y.

MANUFACTURERS OF

PAPER BOARD, FOLDING PAPER CARTONS AND DISPLAY CONTAINERS

NEW YORK CITY

BOSTON

And Now—Molded Durez Boxes For POWDER

MORE SALES APPEAL

Here is something new in powder containers that you've been looking for. Molded Durez boxes . . . ready to do the same sales-stimulating job Durez jars have done for creams.

They have the same sleek, smooth finish . . . the same lustrous beauty that have made Durez packages so successful for other products. They're rich-looking, permanent and a joy to handle. *Women like them.*

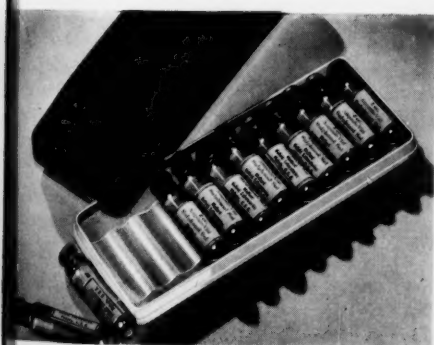
LESS ODOR- LOSS

Tests have shown that conventional powder boxes, even when varnished, pass air at the rate of 70 to 120 cc per three inch circle per minute.

By the time the woman has used half of the powder there isn't much fragrance left to tempt her to re-order. Durez boxes cut such odor-loss to a minimum, and stimulate *re-sales*.

These powder boxes are molded by Arrow-Hart and Hegeman. Available in 2, 3, and 4 oz. sizes.

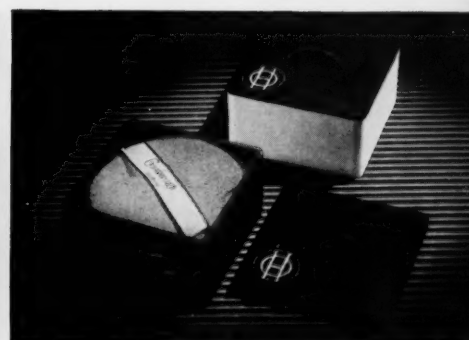
NEW MOLDED DUREZ DRUG PACKAGES



A new Durez vial package. The ingenious molded rack keeps each vial in its place. The box is light, yet strong. Its professional-looking finish will never dull, chip or peel. Available in colors . . . molded of Durez by American Record Corp.



A "one-hand-operation", pocket pill package for Merck's Saccharin Tablets. Holds more tablets in less space, and opens and closes with a flick of the thumb. Its smooth Durez finish is permanent. Mack Molding Co., mold it of blue Durez.



These new Durez boxes package Henry Ossman's plastic surgery powder and salve. They keep both in good condition. (Even water-base creams have come through three-year tests in perfect shape when packed in Durez jars.) Designed and engineered by Plastic Merchandisers, Inc.

For more complete information on molded Durez powder boxes and other molded packages, write General Plastics, Inc., 309 Walck Road, North Tonawanda, N. Y.

DUREZ THE MODERN PACKAGING MATERIAL



This is the new Toledo Plaskon Duplex Scale. It weighs 55½ lbs., replacing one weighing 165 lbs. It is one of the milestones in plastic progress—a progress that owes much to the packaging industry. After all, this Plaskon housing—the largest plastic molding ever made—is also a package. Molded by Plastics Department, General Electric.

TOLEDO SYNTHETIC PRODUCTS, INC. ★ TOLEDO, OHIO